McDonaldland® Specification Manual

McDonald's®

McDonaldland® Specification Manual

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This McDonaldland Specification Manual is designed to provide direction for reproduction of McDonaldland, Ronald McDonald and all of the characters from McDonaldland in two or three dimensions.

Particular attention to size relationships, color and physical features of each of the elements is extremely important since the full promotional value of McDonaldland will only be realized through standardization and similarity to what the children and their parents see on the television commercials. Strict adherence to these very accurate photographs, the drawings and the color swatches provided, will insure that desired continuity.

McDonaldland is an exciting concept which broadens, extends and revitalizes Ronald McDonald and our selling message to children. Like Ronald himself, it represents a tremendous dollar investment by both Corporation and licensees. Thus it is in the mutual best interests of licensee and Corporation to carefully guard the use of these characters and McDonaldland itself. It is part of your license agreement that all advertising materials must be approved before publication or airing by the Corporation or its representative, the Advertising Manager. For many reasons, most of which are obvious, this is particularly true of the use of the materials in this book.

Remember, McDonald's Corporation must approve all ideas, plans and sketches for the use of Ronald McDonald, McDonaldland and/or any of the characters before beginning final art work.

RONALD McDONALD®

Ronald McDonald is a CLOWN.

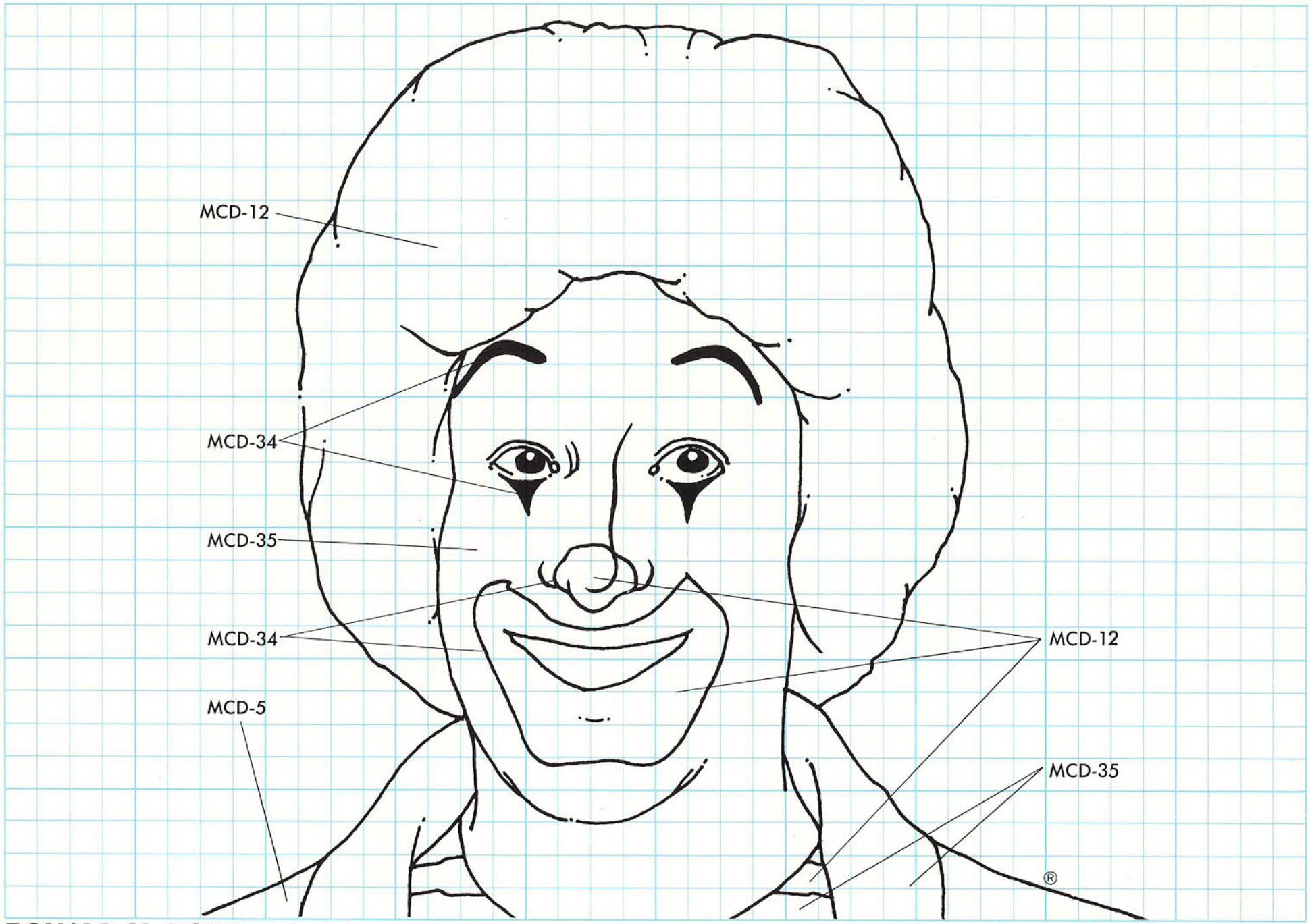
The fact that he is a corporate spokesman should not overshadow his "clownness." He is all the good things that come to mind when thinking of clowns. He is full of fun and friendship. He is sometimes zany, sometimes daring, always amusing.

Ronald resides in McDonaldland but is equally at home anywhere he goes. The other characters in McDonaldland look up to him, respect him, and are fond of him. Ronald is intelligent and sensitive, but always clown-like. He can do nearly anything, even including incredible feats of magic. The antics of the other McDonaldland characters serve to complement Ronald's humor. They do not upstage him.

Ronald McDonald is the star.

RONALD McDONALD®

5/1/75



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Rev. 1 5/1/76

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RONALD McDONALD®

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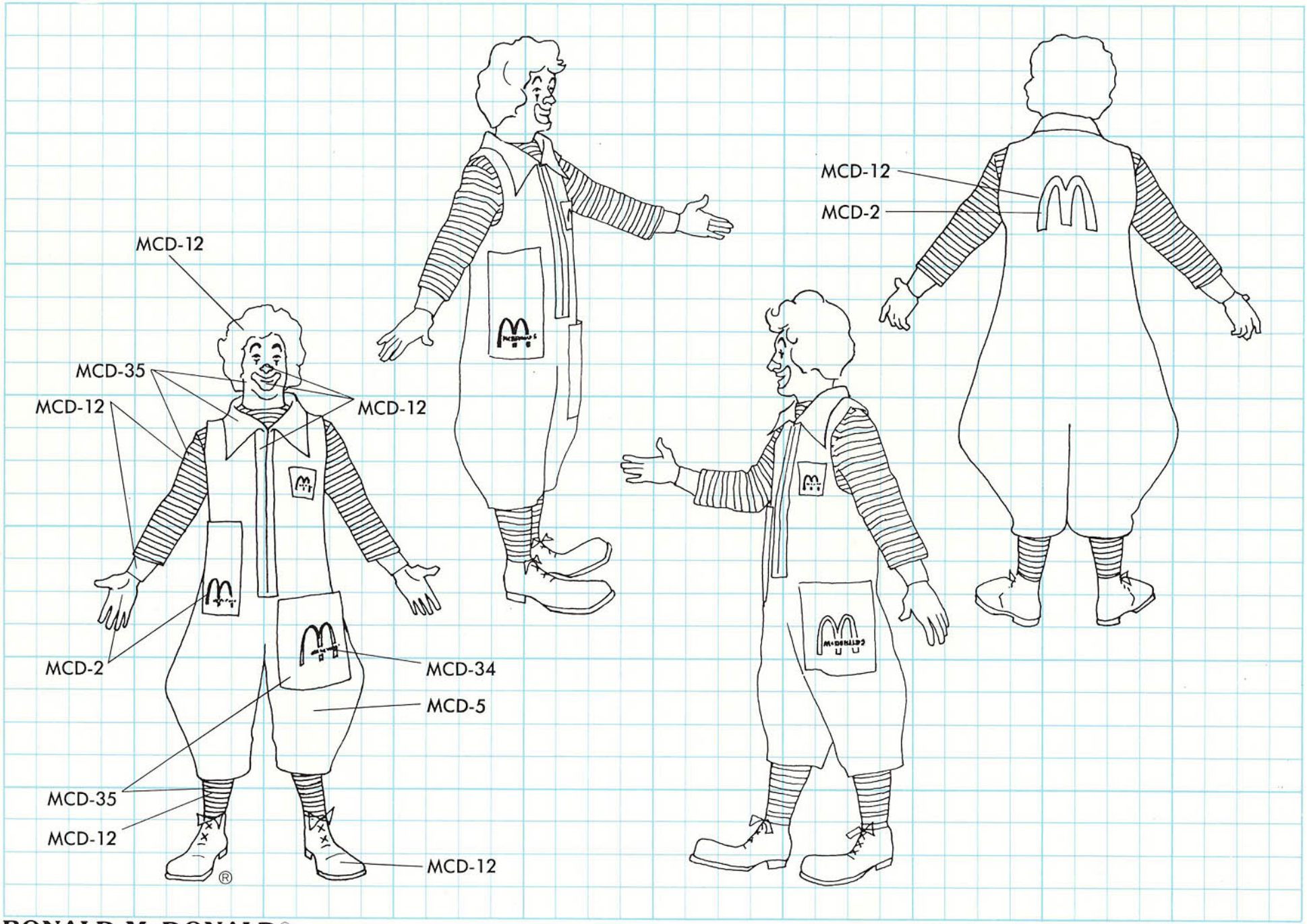

RONALD McDONALD®

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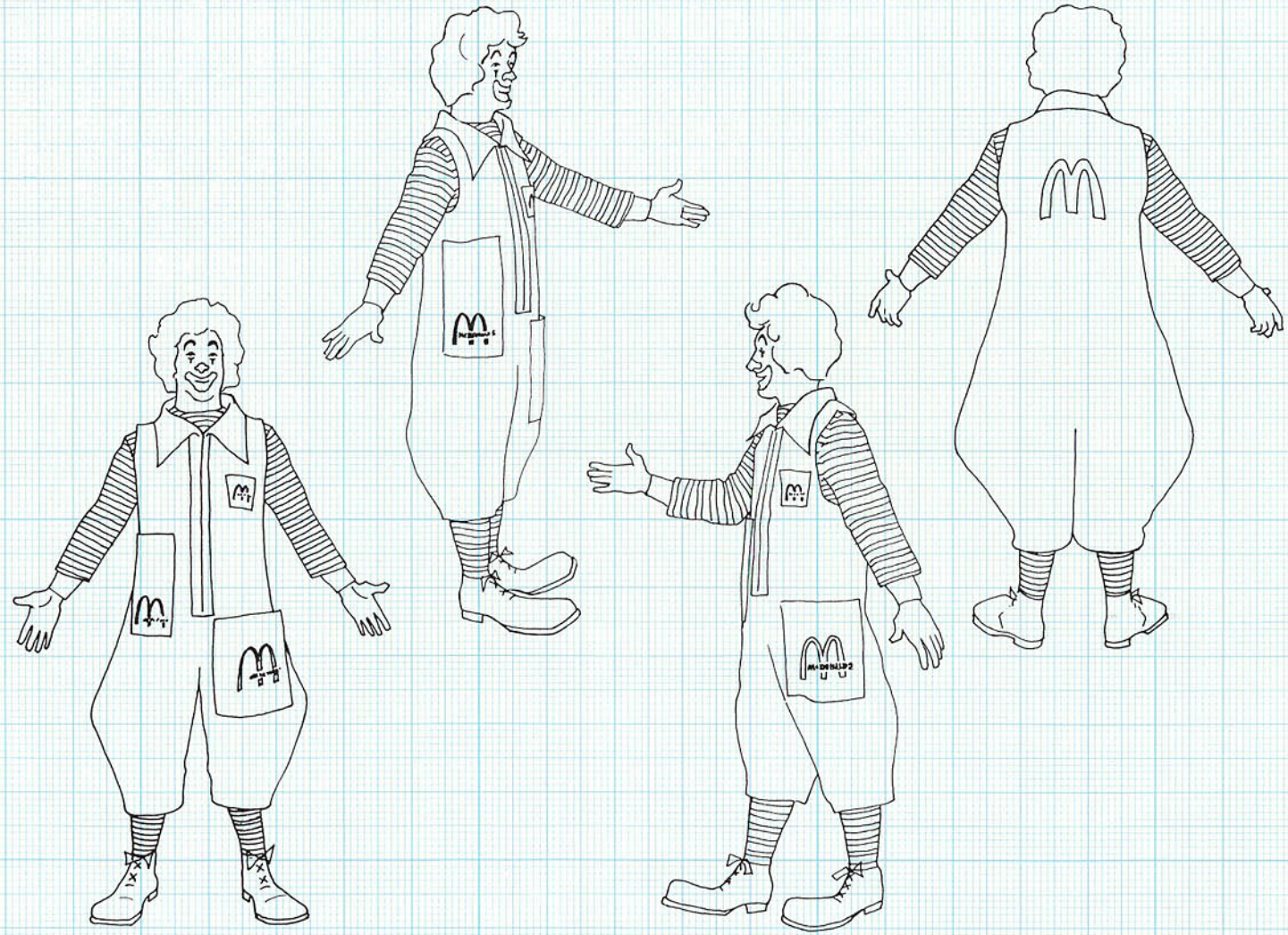

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RONALD McDONALD®

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RONALD McDONALD®

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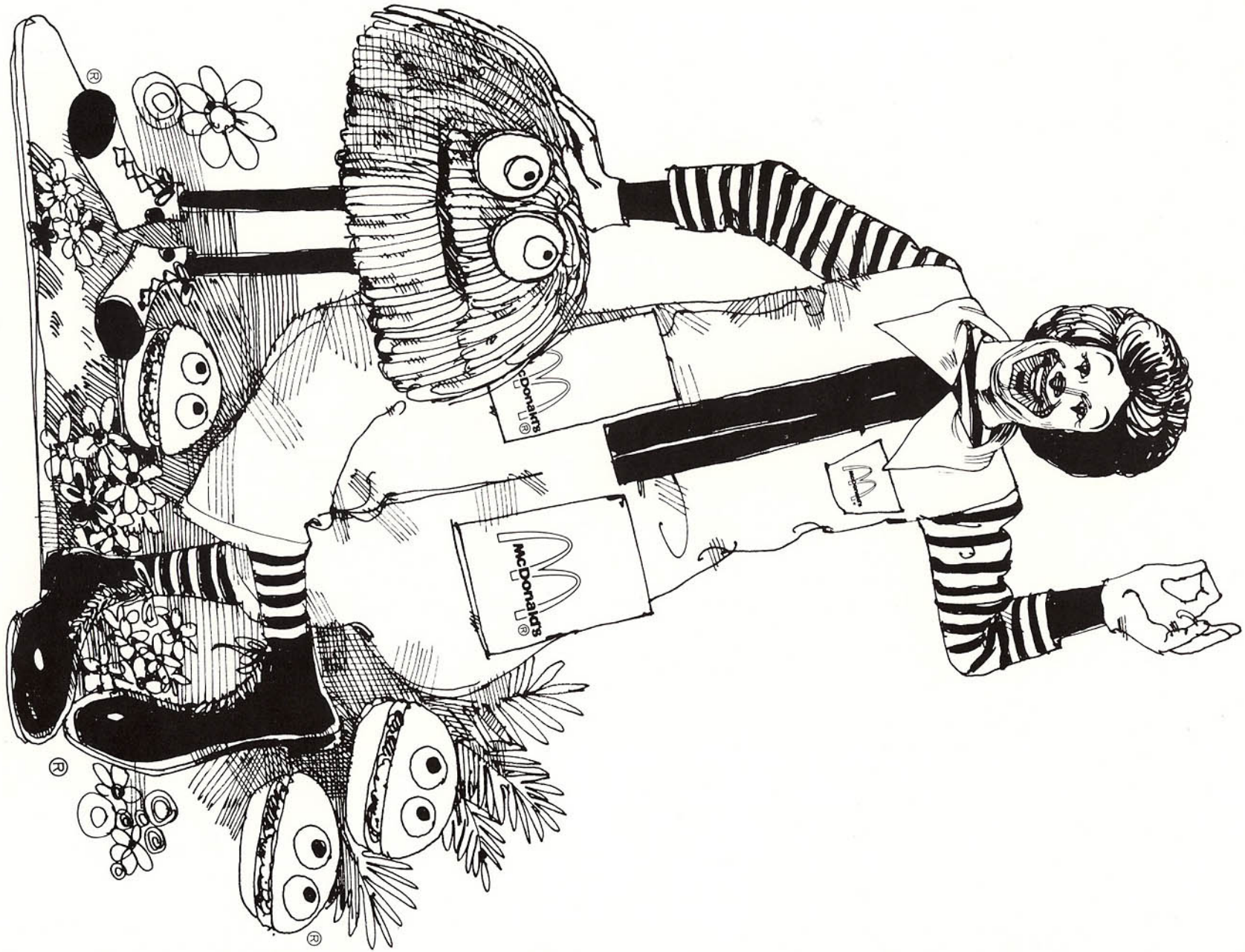

RONALD McDONALD®

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RONALD McDONALD®

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CAPTAIN CROOK®

Captain Crook is the terror of the seven seas—in *his* mind at least. He pictures himself as a cross between John Barrymore and Errol Flynn, and he tries hard to maintain his image of a swashbuckling pirate. Actually, his is a harmless old geezer who wouldn't swat a fly, much less make it walk the plank.

The primary love of the Captain's life is a McDonald's Filet-O-Fish sandwich.

Although Captain Crook does a lot of blustering and threatening, the other characters in McDonaldland know him well enough to ignore this harsh behavior. He doesn't really succeed in frightening anyone. His voice resembles that of Robert Newton playing Long John Silver. His walk is a swagger. Although he looks the perfect model of a fearsome pirate, he is distinguished from all the other pirates in the world by his comical ineptitude.

PERSONAL APPEARANCE GUIDELINES: his sword is a convenient prop; he waves it around a lot but is careful not to aim it at anyone. He does not talk in public appearances. He walks and stands with something of a military bearing. He should be between 5′2″ and 5′9″, not over 175 pounds.

CAPTAIN CROOK®

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CAPTAIN CROOK®

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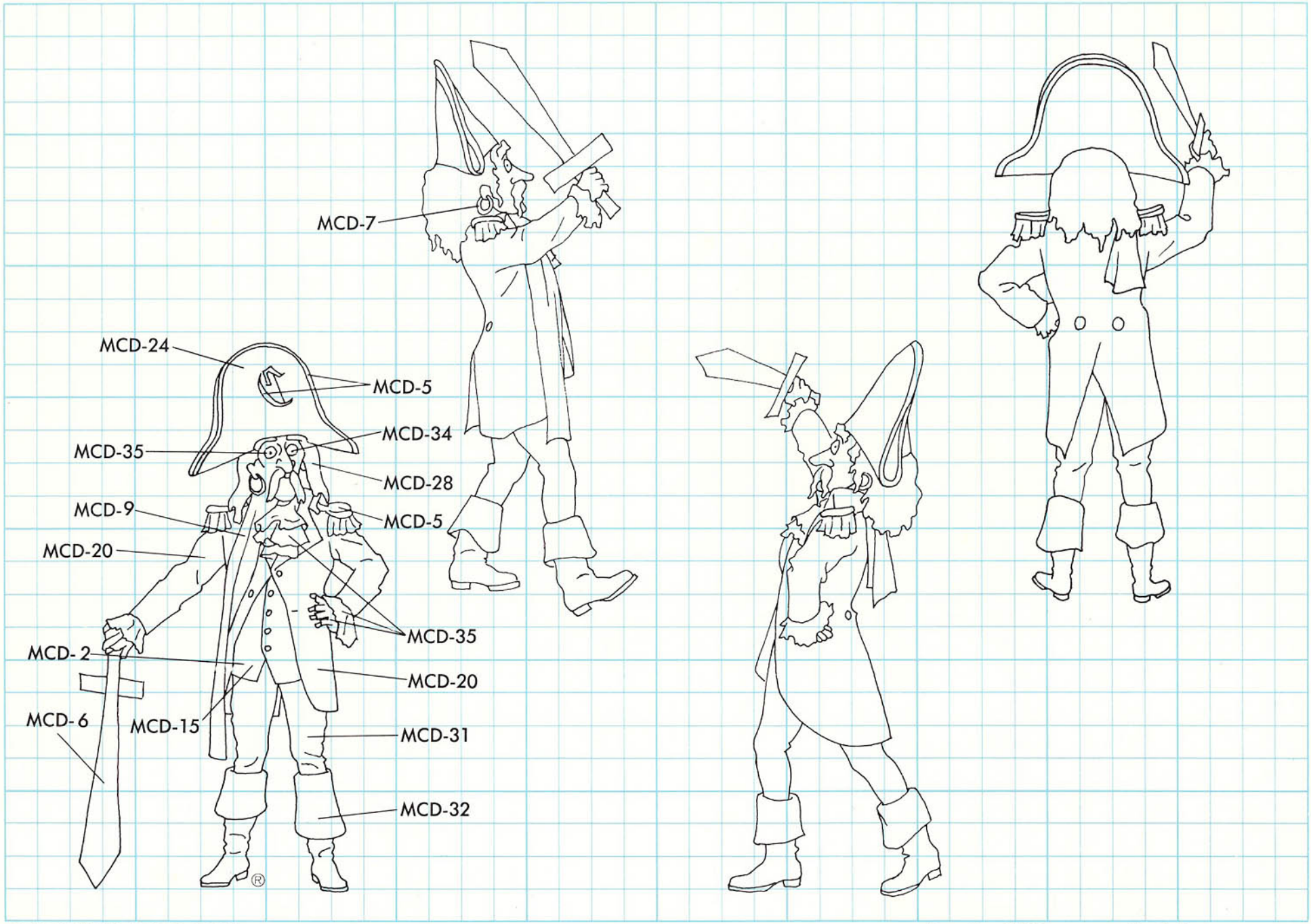

CAPTAIN CROOK®

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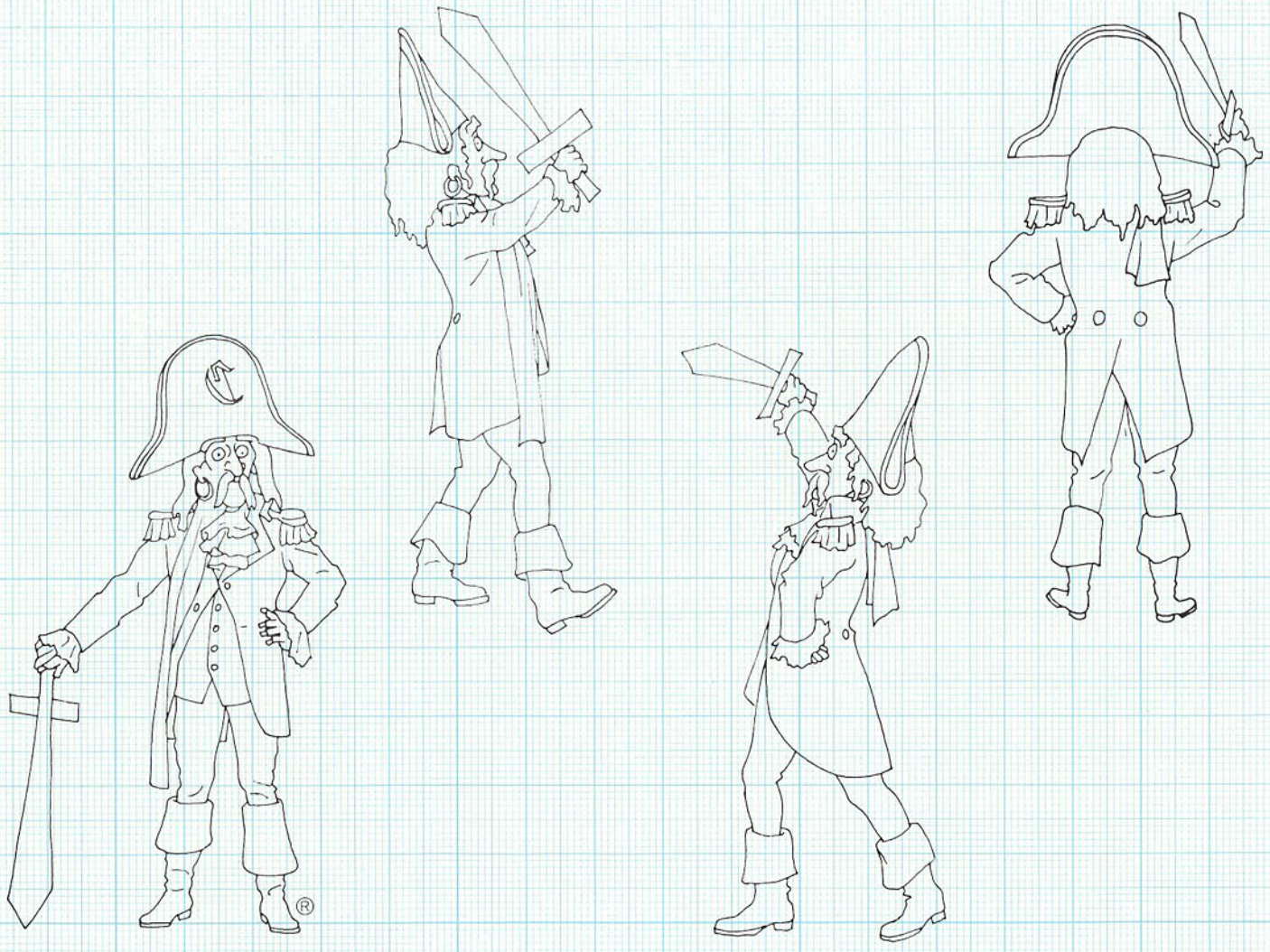

CAPTAIN CROOK®

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THE PROFESSOR

The Professor is a genius of sorts, the proud possessor of various degrees, both earned and honorary. He also holds the world's record for patents pending. Strangely enough, none of his many inventions or discoveries has ever quite made it, but they are usually good for a laugh or two.

The other characters in McDonaldland treat the Professor with the respect due his genius. They are invariably surprised when his inventions don't work the way they are planned. But they are certain he will succeed on his next attempt. (To date, he hasn't made anything that worked right.)

The Professor is understandably a bit absent-minded—he has a lot on his mind. He moves very briskly at all times, gesticulates a great deal when he talks. His voice is high-pitched and elderly. He attempts to be very helpful to all the other characters, whether it's helping Ronald get to the moon or the Hamburglar "borrow" a hamburger.

PERSONAL APPEARANCE GUIDELINES: only character besides Ronald to speak regularly in public, uses big words and complicated phrases which mean little if anything. Any high-pitched, squeaky, elderly voice will do. Should be between 5′2″ and 5′9″. He works well with Ronald McDonald in personal appearances.

PROFESSOR

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PROFESSOR

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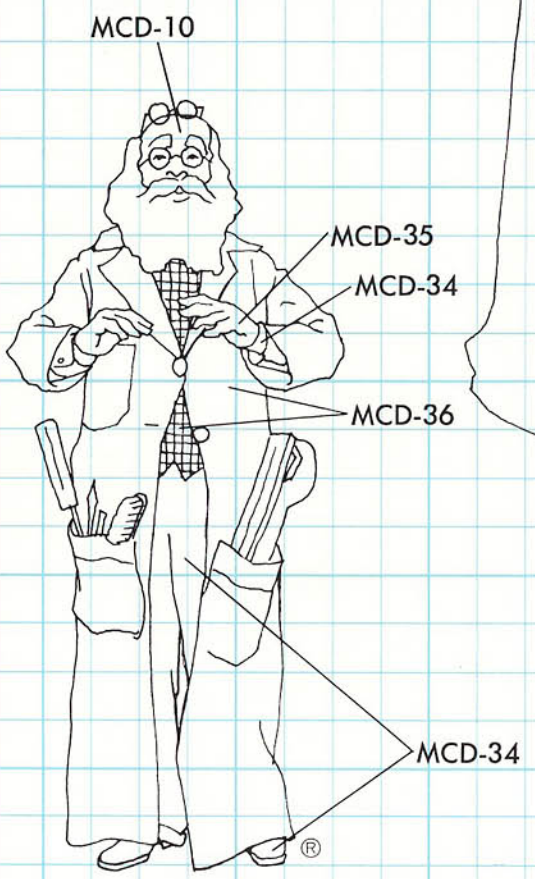

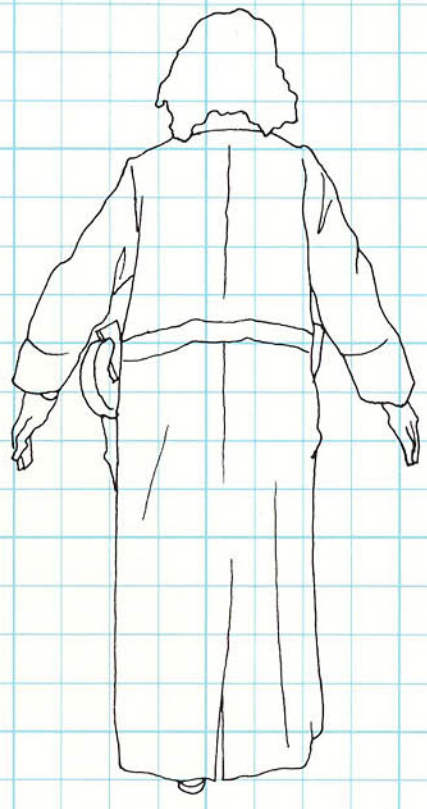

PROFESSOR

Scale: ¾ in. equals 1 ft.

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PROFESSOR

Scale: 1 to 20 5/1/75

THE GRIMACE™

When the Grimace first emerged from his cave and confronted the other citizens of McDonaldland, he expected them to be frightened of him. The opposite turned out to be the case. No other character in McDonaldland is more beloved, especially by the children who visit McDonaldland from time to time.

The Grimace's primary personality attribute is his love for McDonald's shakes, in all flavors. He is none-too-bright, but he is generous and affectionate. He occasionally causes minor problems in McDonaldland because of his clumsiness and perpetual confusion. But these problems are generally overlooked by his many friends.

The Grimace walks with a rolling gait. His voice resembles that of Charlie McCarthy's friend from the country, Mortimer Snerd. He is sweet and harmless.

PERSONAL APPEARANCE GUIDELINES: runs with bouncy, skipping movement, kicks feet out towards front. He does not talk in public appearances. He must *ride* in parades. His costume is such that he cannot sit comfortably for more than 35 minutes, maximum. Should be between 5′2″ and 5′9″, not over 175 pounds.

GRIMACE™

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GRIMACE™

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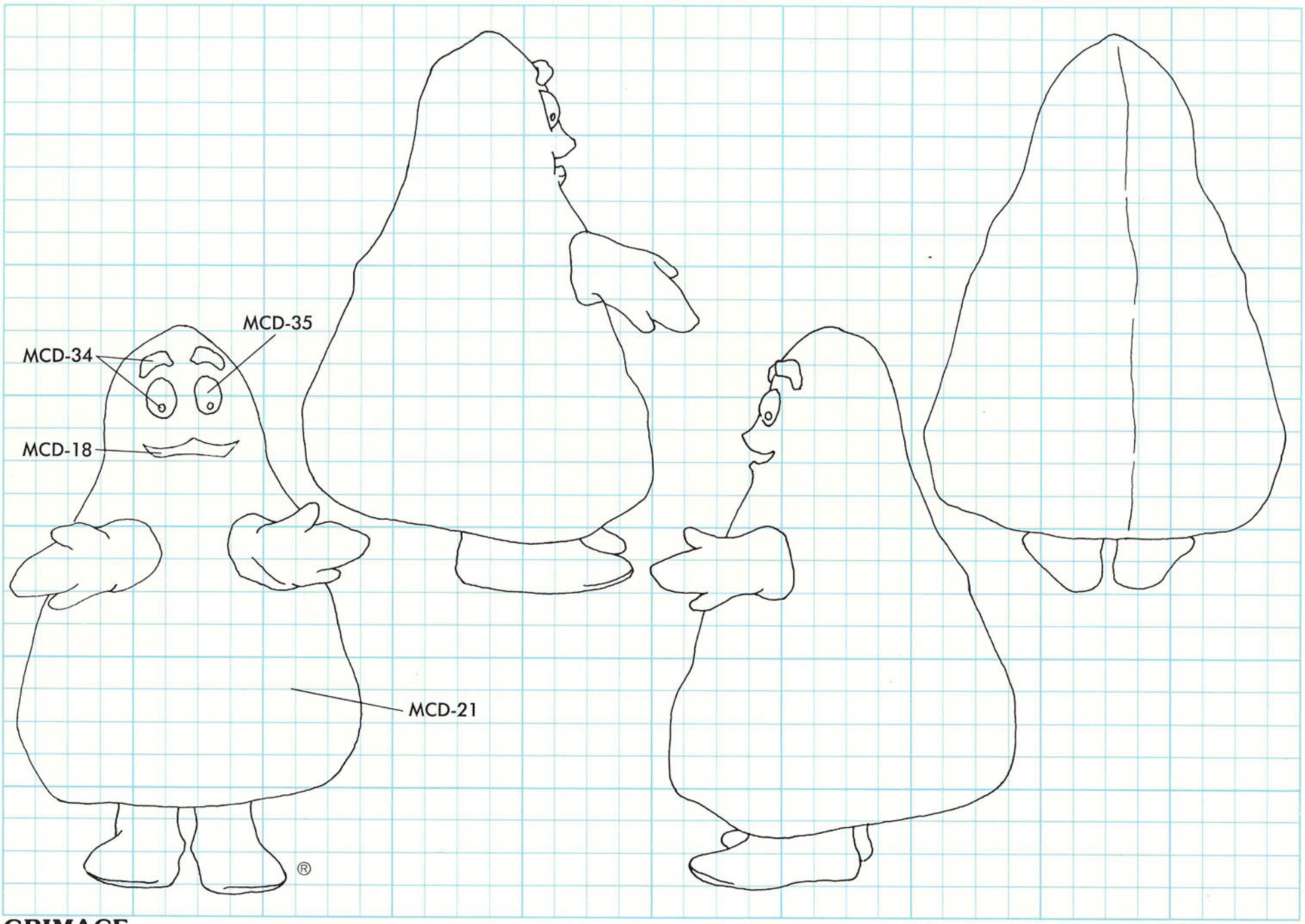

GRIMACE™

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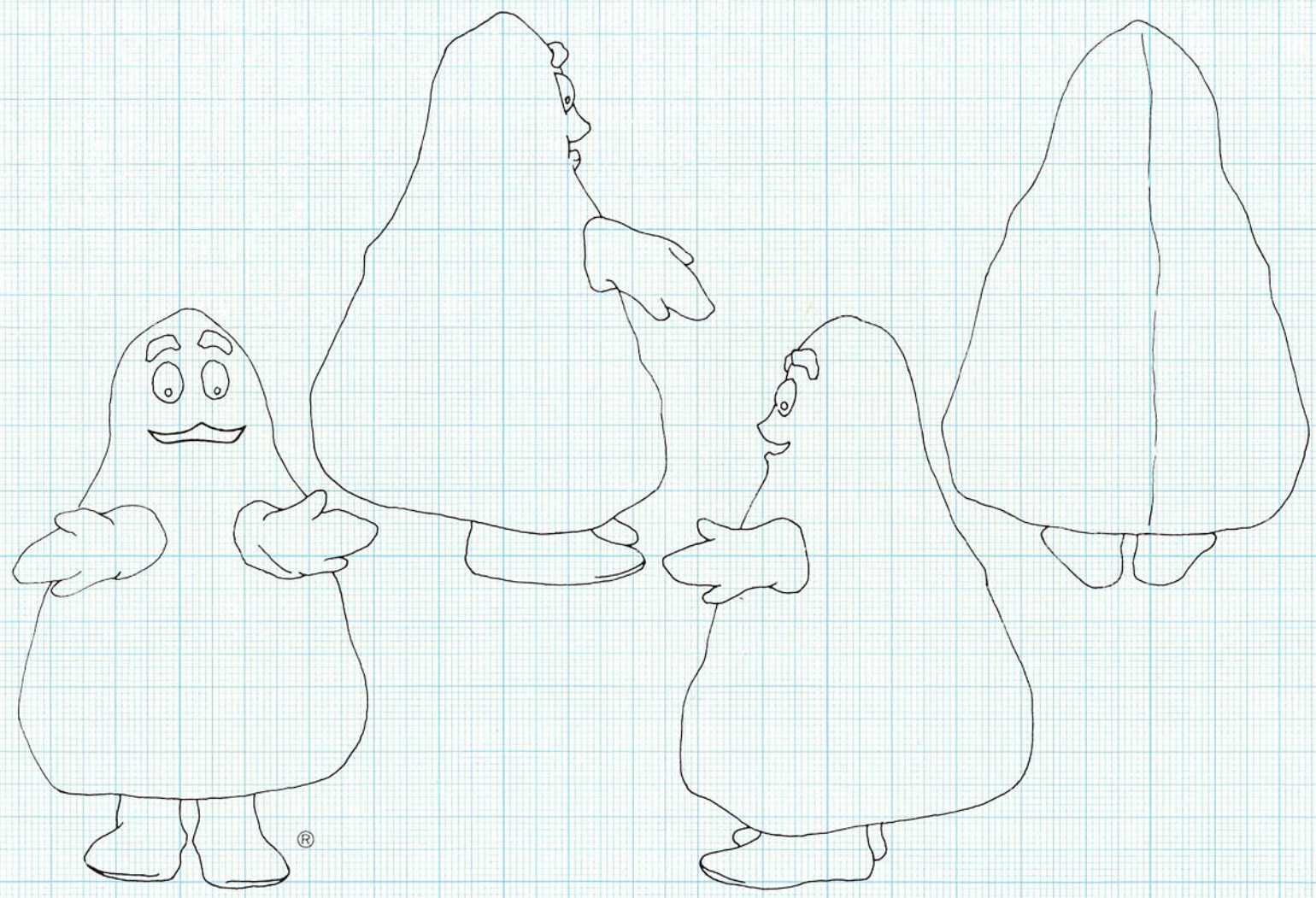

GRIMACE™

Scale: 1 to 20 5/1/75

UNCLE O'GRIMACEY™

Uncle O'Grimacey is the only one of McDonaldland's characters who doesn't live there. He resides in Ireland, but takes his annual vacation in McDonaldland around St. Patrick's day. Ostensibly, he comes to see his nephew, the Grimace. In actuality, he comes for McDonald's Shamrock Shakes, which he loves even more than the Blarney Stone.

His personality resembles that of his nephew, but a bit more mature. Green is his favorite color, obviously. Drinking McDonald's Shamrock Shakes is his favorite occupation. He speaks in an Irish brogue so thick you couldn't cut it with a shillelagh. The other characters look forward to Uncle O'Grimacey's annual visit, because he is every bit as likeable as his more familiar nephew.

T.M.

UNCLE O'GRIMACEY™

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UNCLE O'GRIMACEY™

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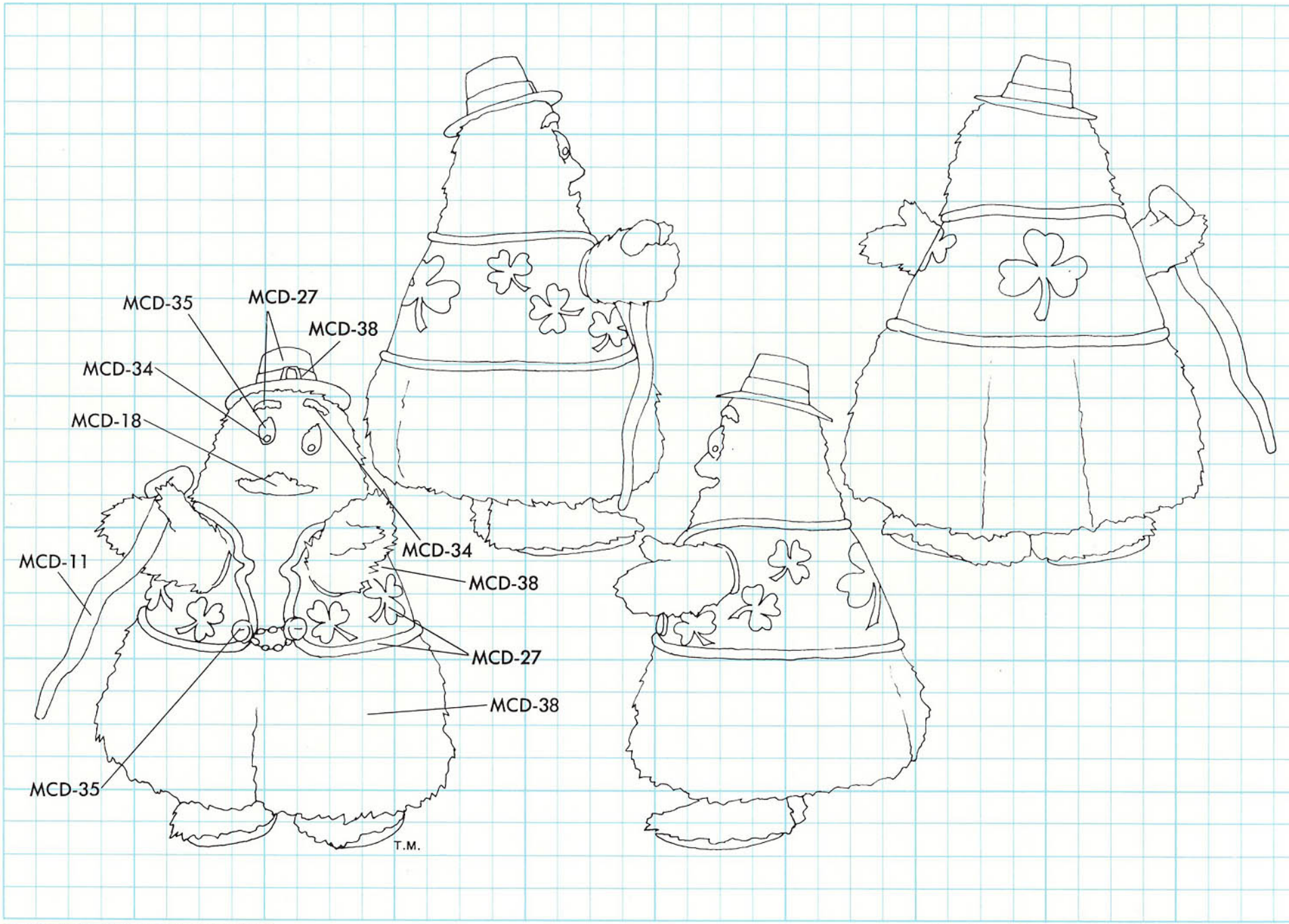

UNCLE O'GRIMACEY™

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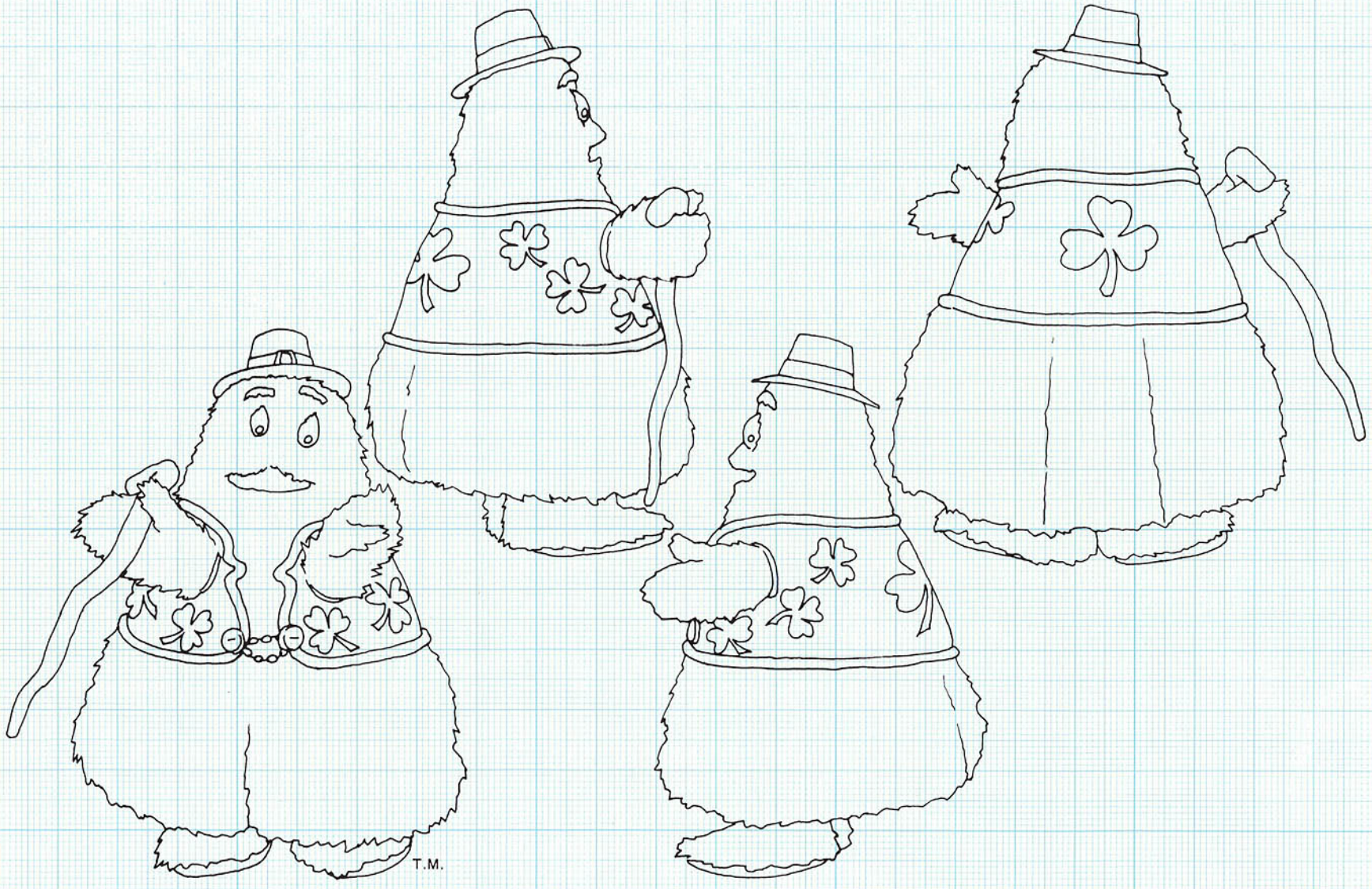

UNCLE O'GRIMACEY™

Scale: 1 to 20 5/1/75

MAYOR McCHEESE®

Mayor McCheese has been the leading political figure in McDonaldland for as long as anyone can remember. He comes with the franchise, as it were. He is such a fixture in office that no one can remember his given name, nor does anyone know whether or not he has one. The Mayor even refers to himself by his title.

He is very conscious of the importance of his position; but, being an extremely jolly sort, he is never able to act with the dignity he wishes. Mayor McCheese takes a paternal interest in all the citizens of McDonaldland, but he is too funny a fellow to be taken seriously as a father-image.

The Mayor's voice is similar to that of the late Ed Wynn, and his personality has much of Wynn's lovable silliness. He walks with small quick steps. His manner is brisk and alert, but somewhat confused and bumbling. The only thing he loves more than his job is a McDonald's cheeseburger.

PERSONAL APPEARANCE GUIDELINES: He uses his glasses as a prop, peering through them intently when looking at something, fiddling with them at other times. His manner is comically pompous. He does not speak in public appearances because the voice is difficult to imitate. He should be between 5′2″ and 5′9″ and not over 175 lbs. Since his head is quite heavy, it is best that he be played by a strong young man.

MAYOR McCHEESE®

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MAYOR McCHEESE®

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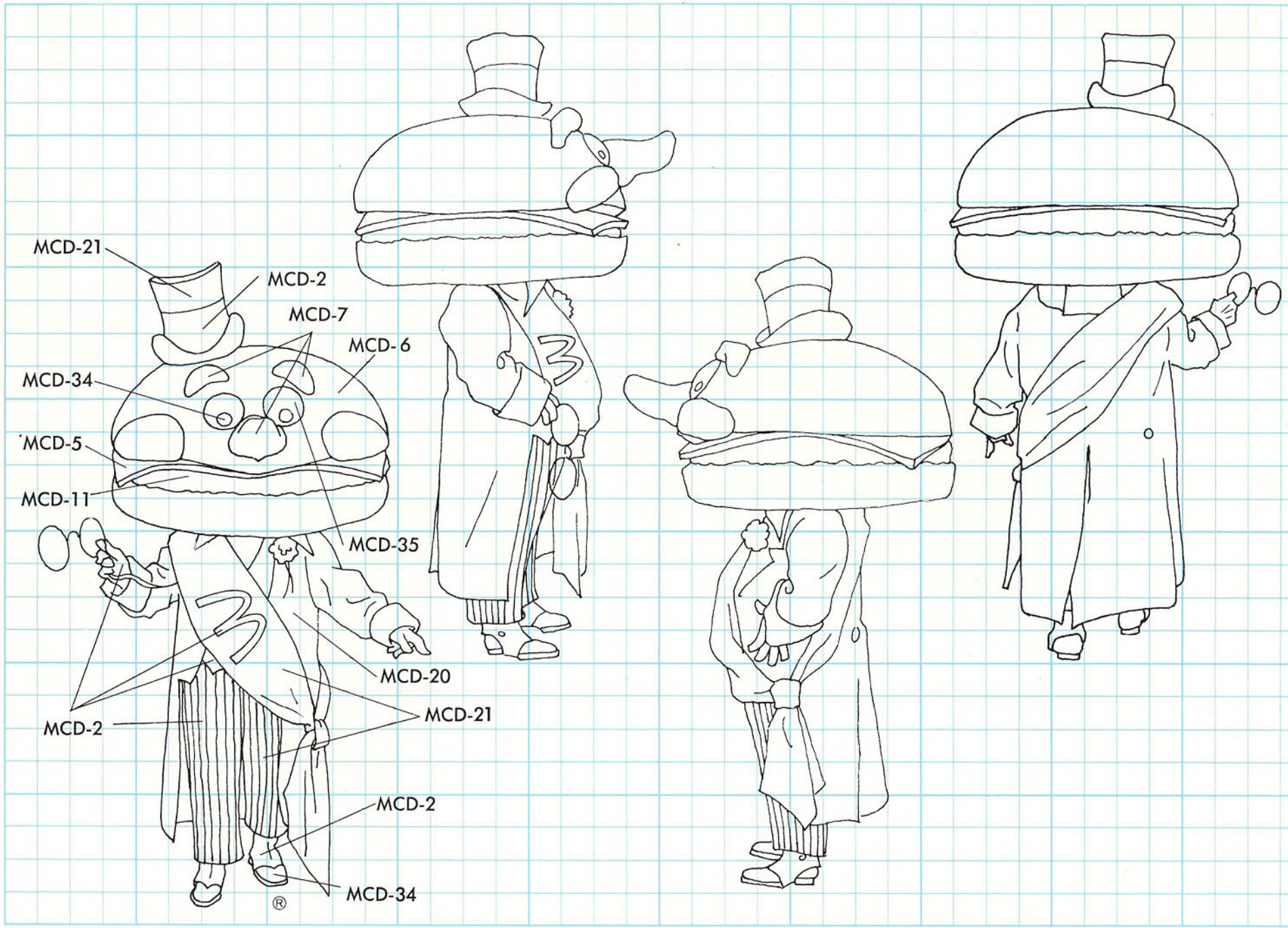

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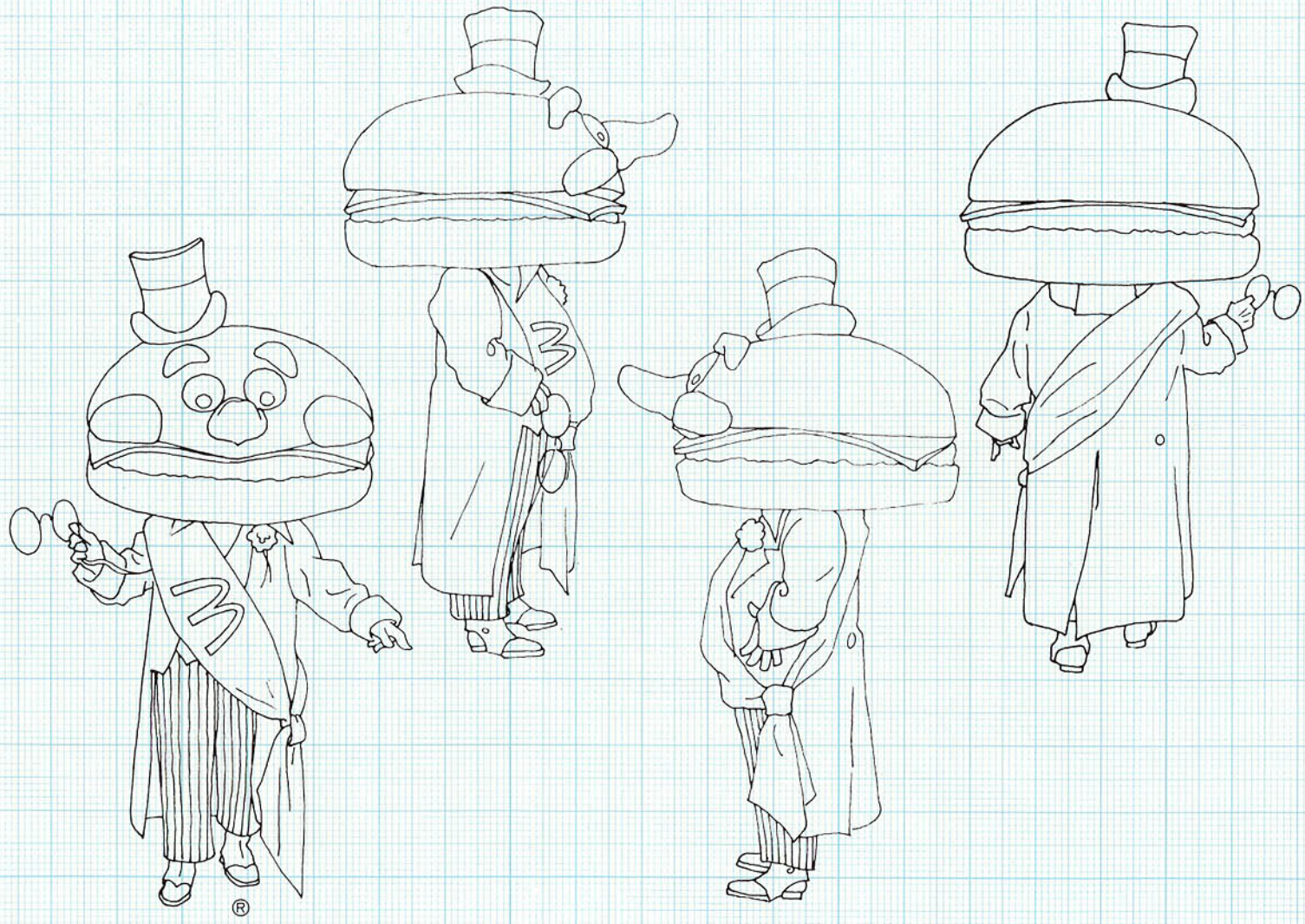

MAYOR McCHEESE®

Scale: 1 to 20 5/1/75

BIG MAC™

Big Mac is McDonaldland's peace officer. He dresses like a Keystone Cop. Unlike the Keystone Cops, however, he is not frenetic or easily excitable. Rather, he is the strong, silent type. His voice is deep and super-masculine; his manner is gruff but affectionate, friendly and helpful. His walk is a strut. His stance is chest out, stomach in.

Since there is no real crime in McDonaldland, Big Mac's job is somewhat limited. But this in no way diminishes the seriousness of his office, at least in his mind. He is not the brightest of cops, but he is totally fearless and as honest as the day is long. His primary duties in McDonaldland are the direction of traffic, the finding of lost persons, and the pursuit of the Hamburglar when the latter is up to his usual pranks.

The other characters in McDonaldland treat Big Mac with the respect due his position.

PERSONAL APPEARANCE GUIDELINES: walks with big steps, does not speak in public appearances, uses his police whistle as a prop. He can be used to promote safety, discourage litter, etc. Should be between 5'2" and 5'9" (preferably toward the taller end of the scale), with a maximum weight of 175 lbs. Since his head is quite heavy, it is better that he be played by a strong young man.

BIG MAC™

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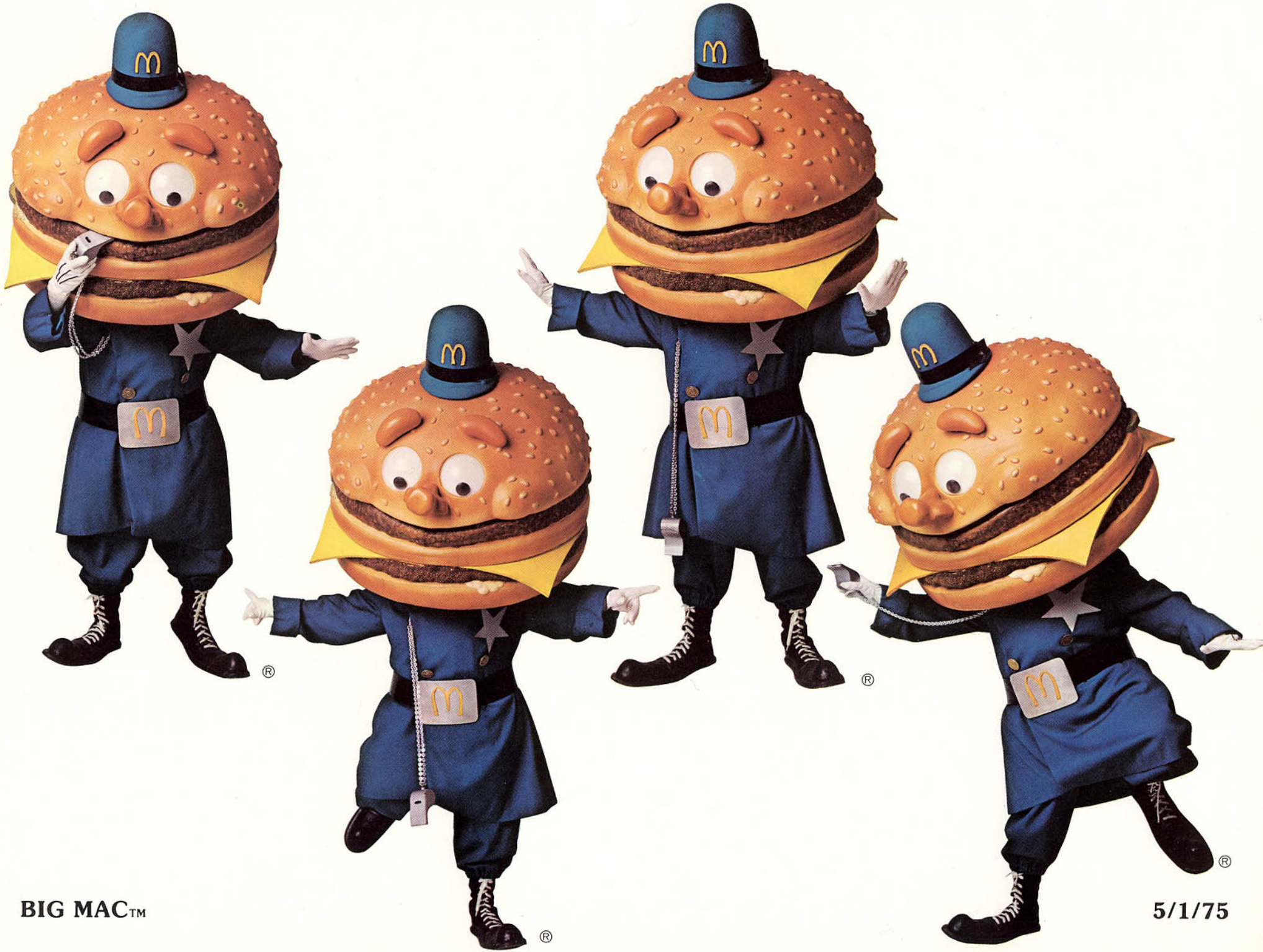

BIG MAC™

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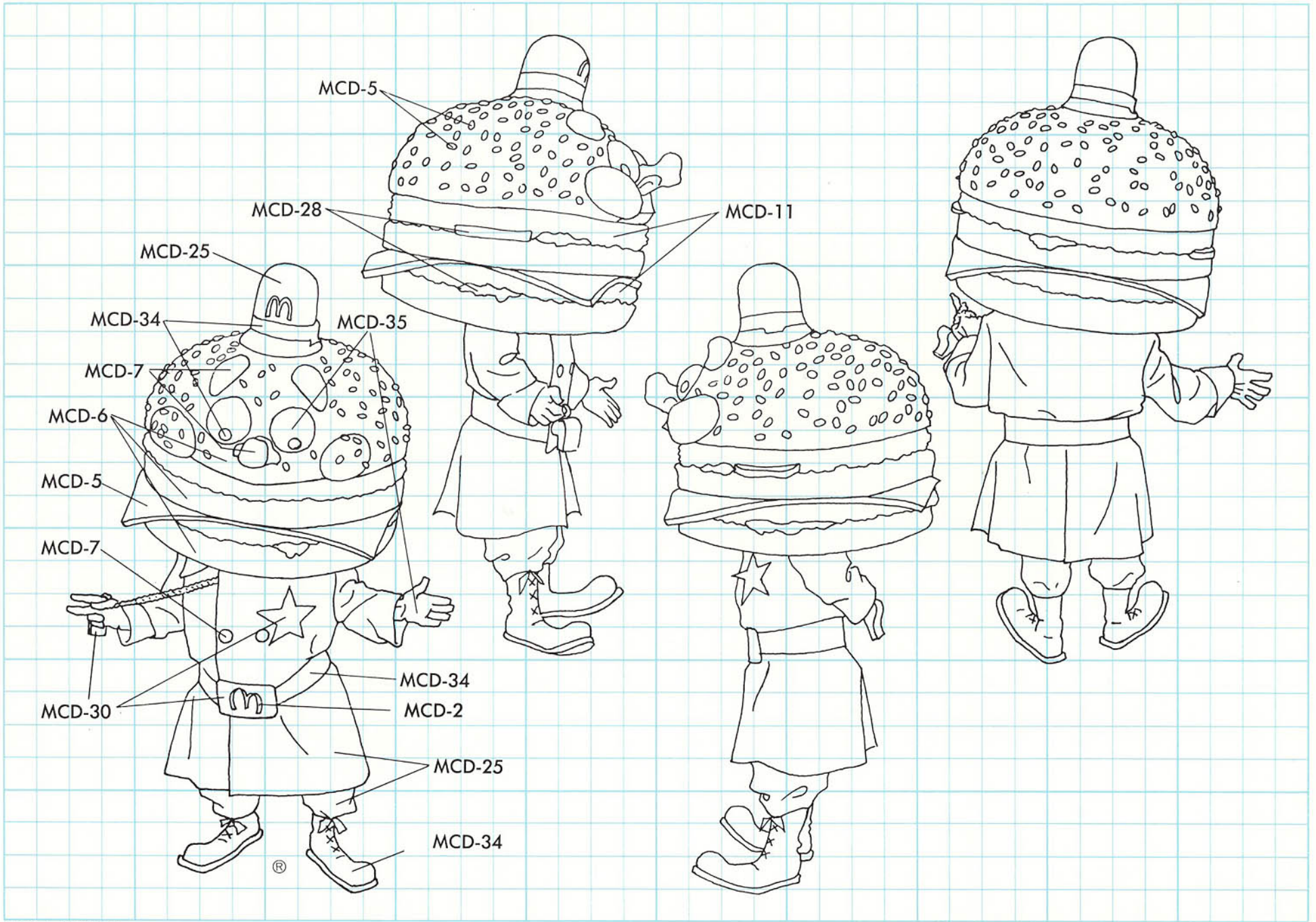

BIG MAC™

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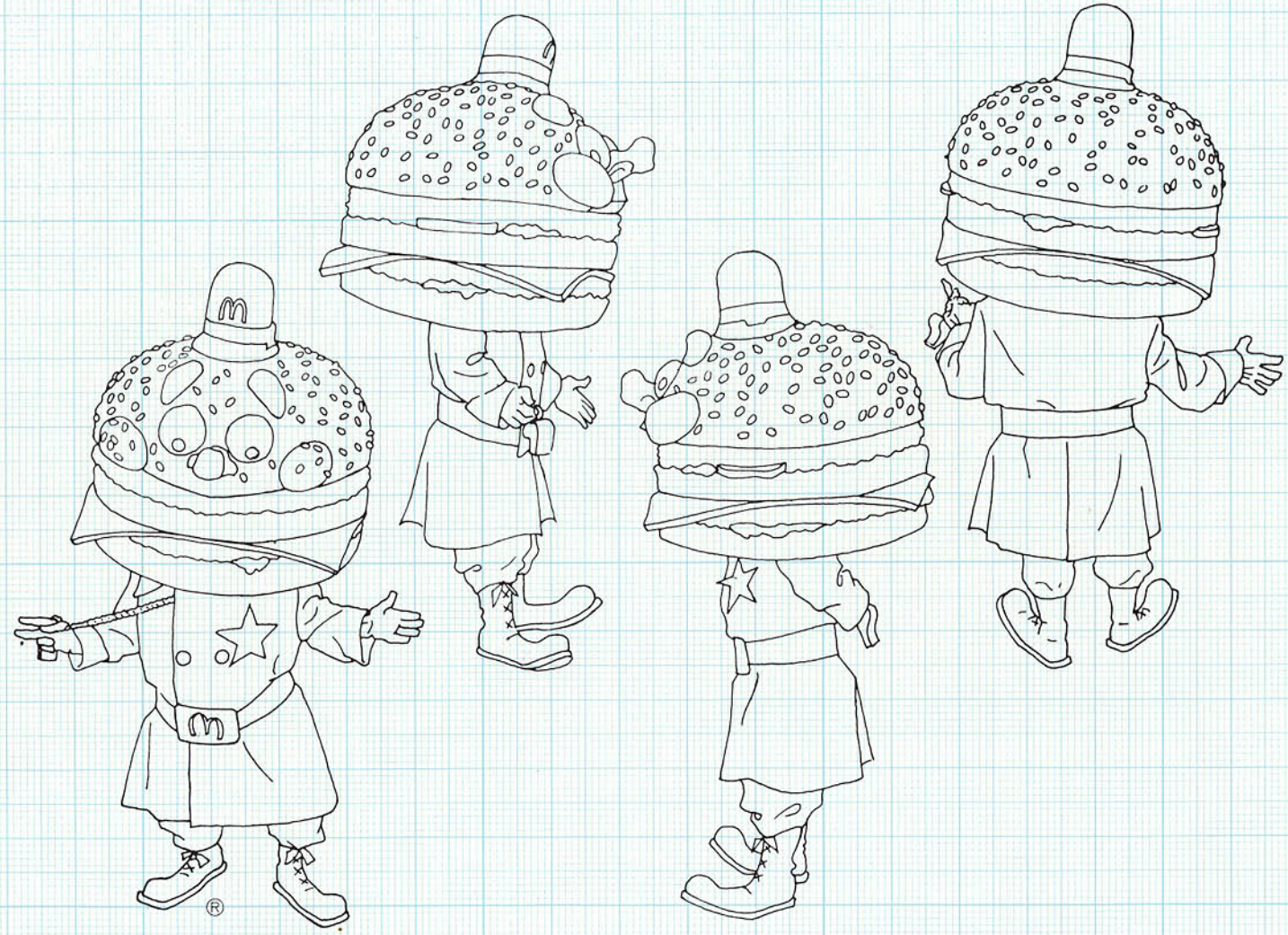

BIG MAC™

Scale: 1 to 20 5/1/75

THE HAMBURGLAR®

The Hamburglar is the most mischievous character in all of McDonaldland. His main purpose in life is the acquisition of McDonald's hamburgers, and he is not above borrowing them with no thought of payment. (And nobody expects payment.) He is also not above playing pranks on the other characters, including even Ronald McDonald.

The attitude of the other characters toward the Hamburglar is best described as: "The Hamburglar can't help being what he is." They try to keep hamburgers safe from him, and they try to catch him when he succeeds in filching one. But his behavior never angers them. After all, the temptation is too great for him to resist. (Ronald will even give the Hamburglar a hamburger from time to time just out of affection for the little guy.)

The Hamburglar never walks when he can run; he even moves quickly when he is sneaking up on a hamburger. He does not actually speak. He mumbles inarticulately, except for the word "hamburger"—occasionally "cheeseburger." His voice sounds something like this: "Robble-robble-robble-hamburger-robble-robble."

PERSONAL APPEARANCE GUIDELINES: darting movements, gets into mischief but is always rehabilitated. He need not talk during public appearances, but can make his peculiar noises (see above). Should be between 5′2″ and 5′9″, preferably toward the shorter end of the scale. Should be slim, lithe, agile.

HAMBURGLAR®

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HAMBURGLAR®

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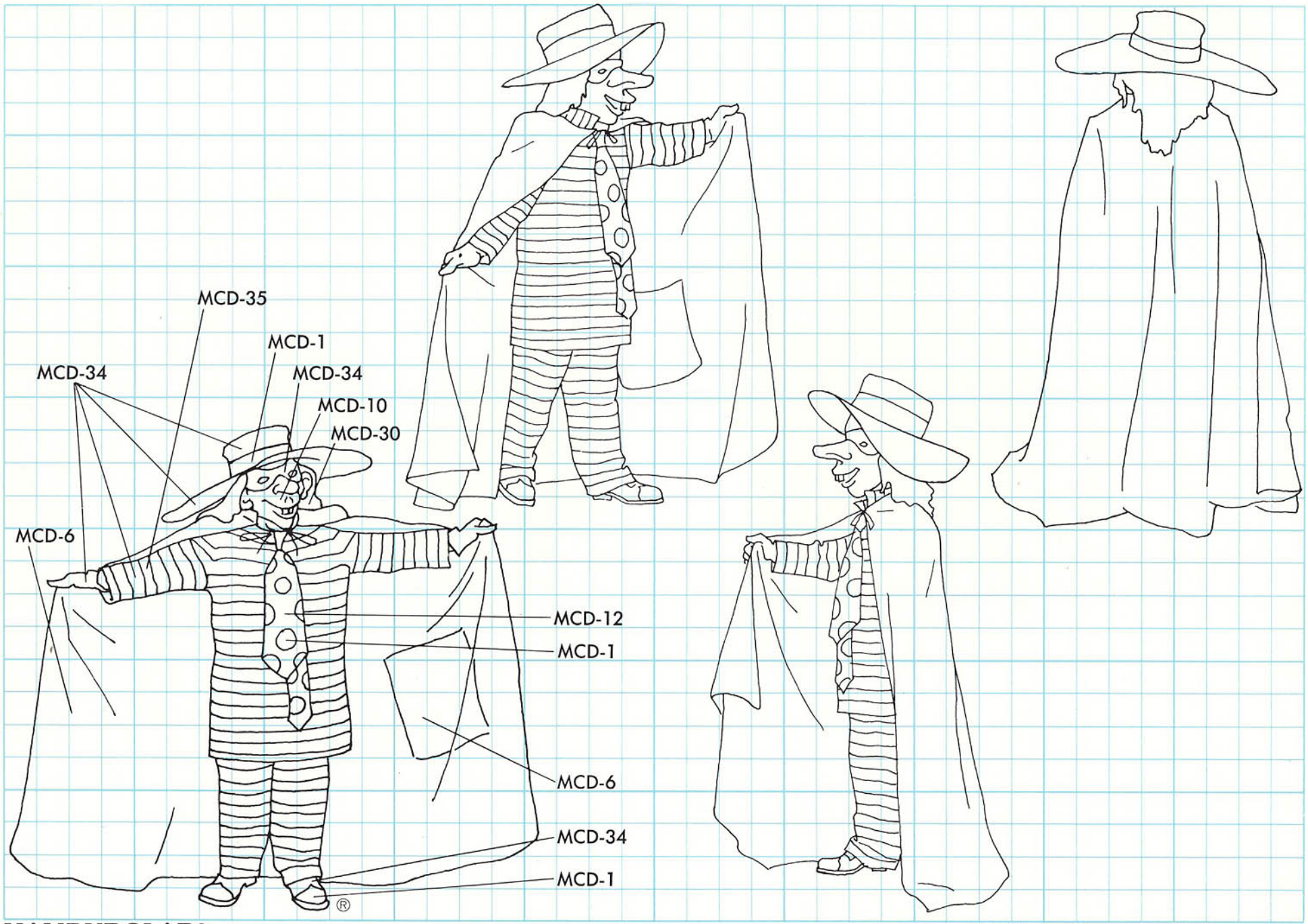

HAMBURGLAR®

Scale: ¾ in. equals 1 ft.

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HAMBURGLAR® **Scale: 1 to 20 5/1/75**

THE GOBBLINS®

The Gobblins derive their name from their habit of "gobblin'" McDonald's french fries. Though seldom seen, there are a great many of them in McDonaldland. They tend to look, act and think pretty much alike. Parent Gobblins are indistinguishable from children, and vice versa. They are so much alike that, so far, no individual Gobblin has emerged as a personality identifiable from the others.

They are social creatures, hanging together in sizable groups. They get along with everyone, and everyone is amused by them. They resemble little mops with legs and eyes. They speak in squeaky, high-pitched voices, usually in unison. When they sing, they resemble nothing so much as an old recording of the Andrews Sisters played too fast. They always move quickly, scurrying around in fits and starts, much like the little birds one sees on sandy beaches.

GOBBLINS®

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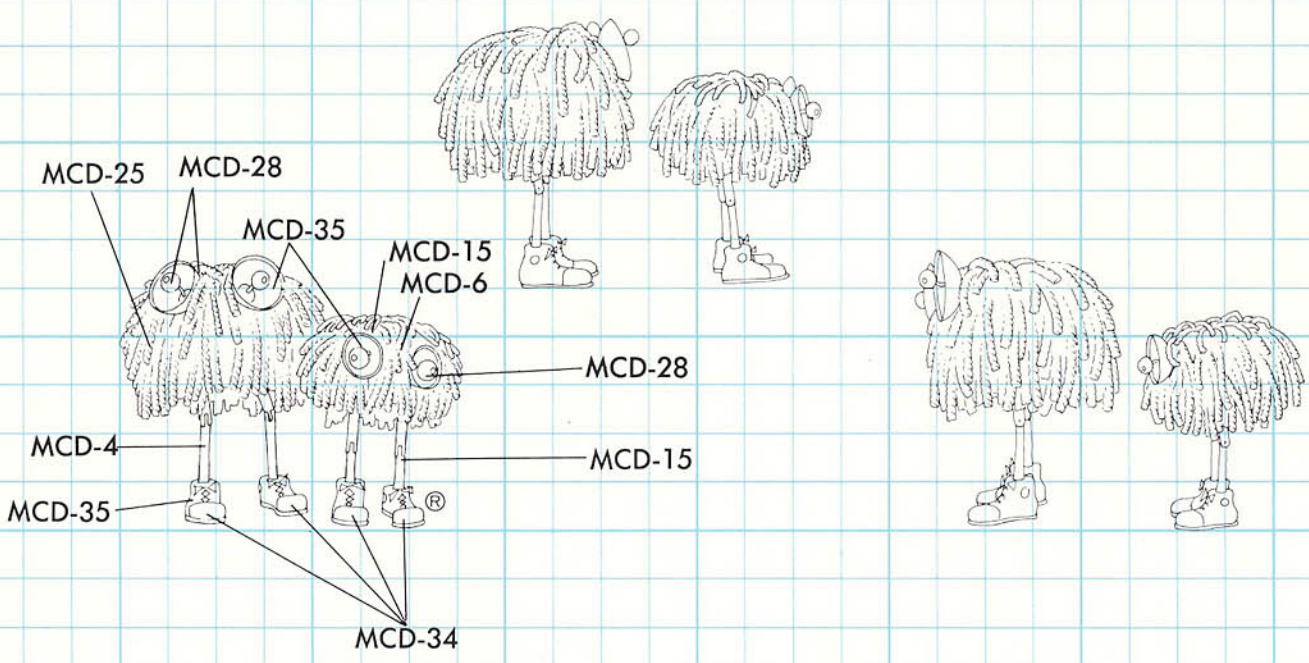

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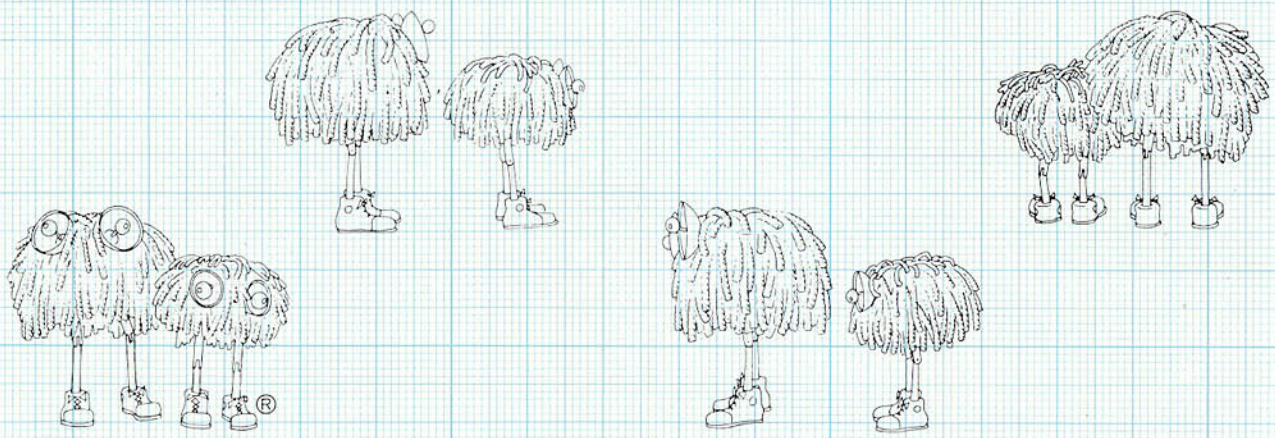

GOBBLINS®

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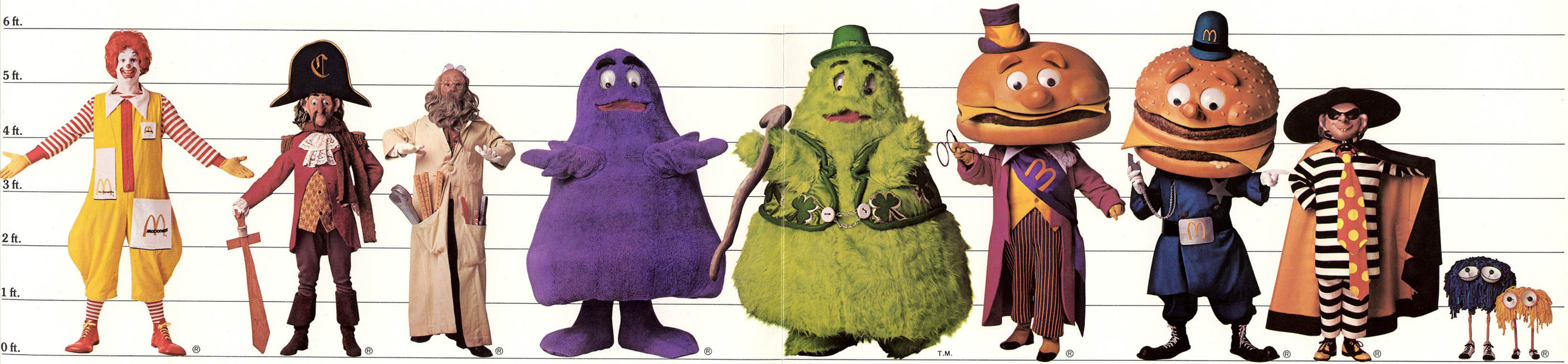

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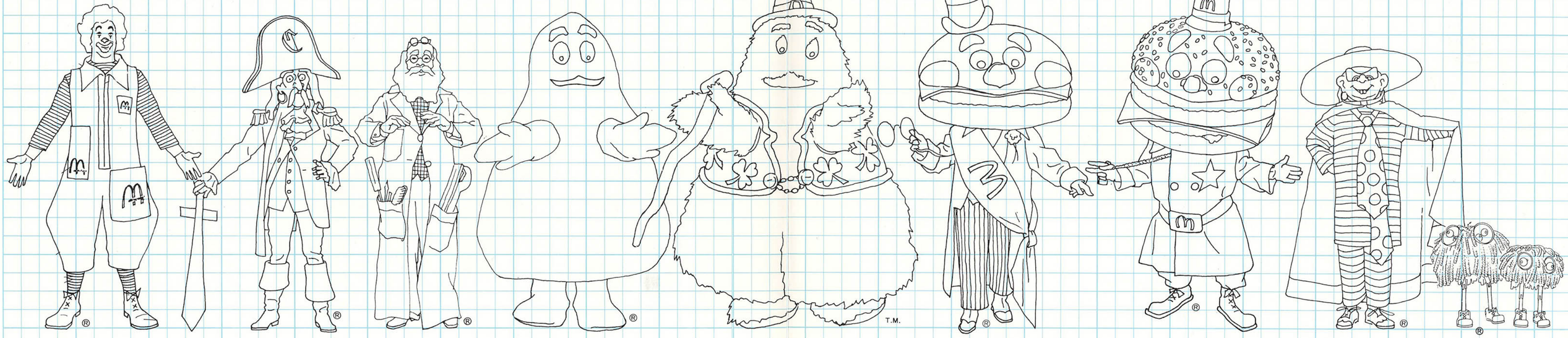

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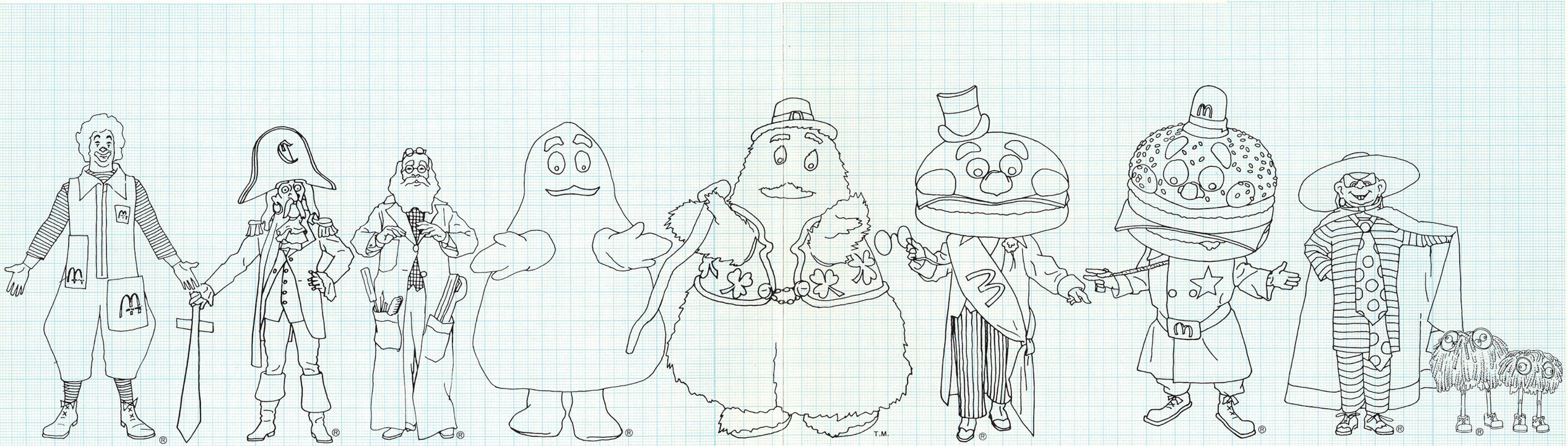

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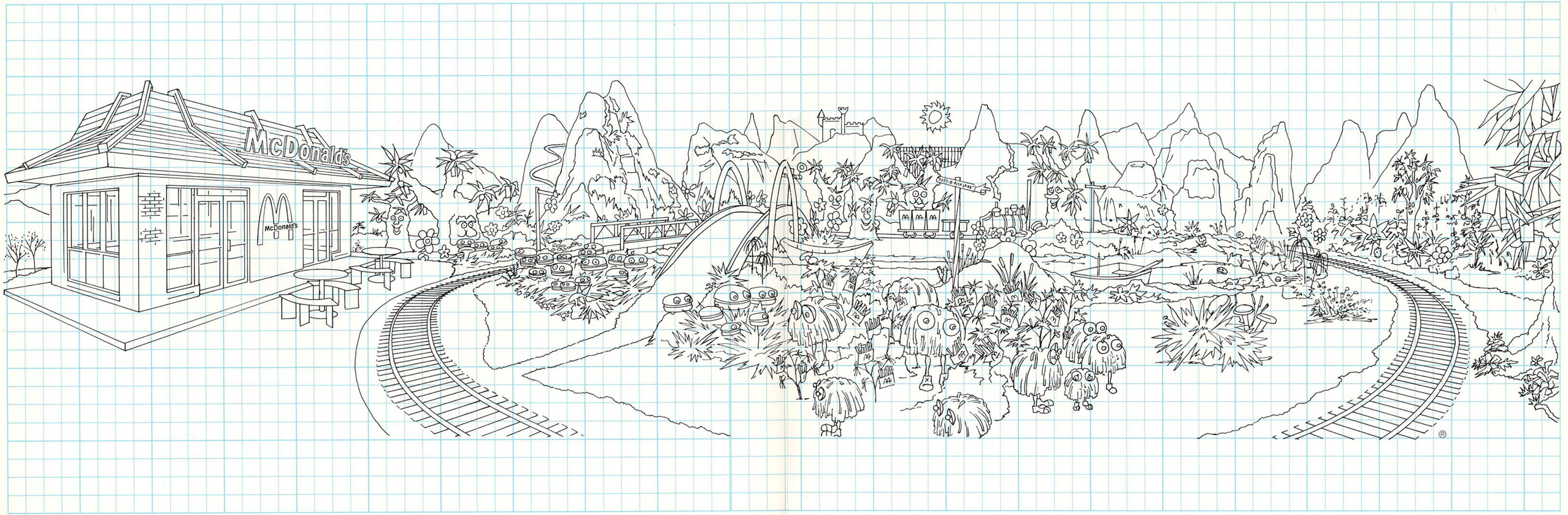

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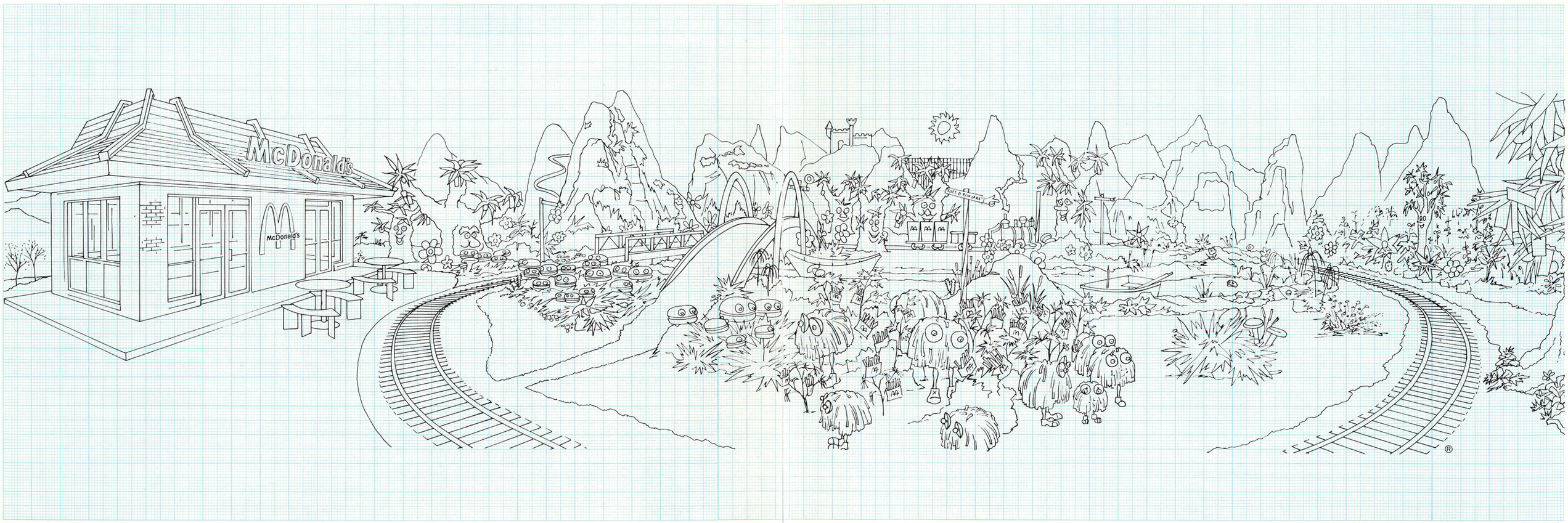

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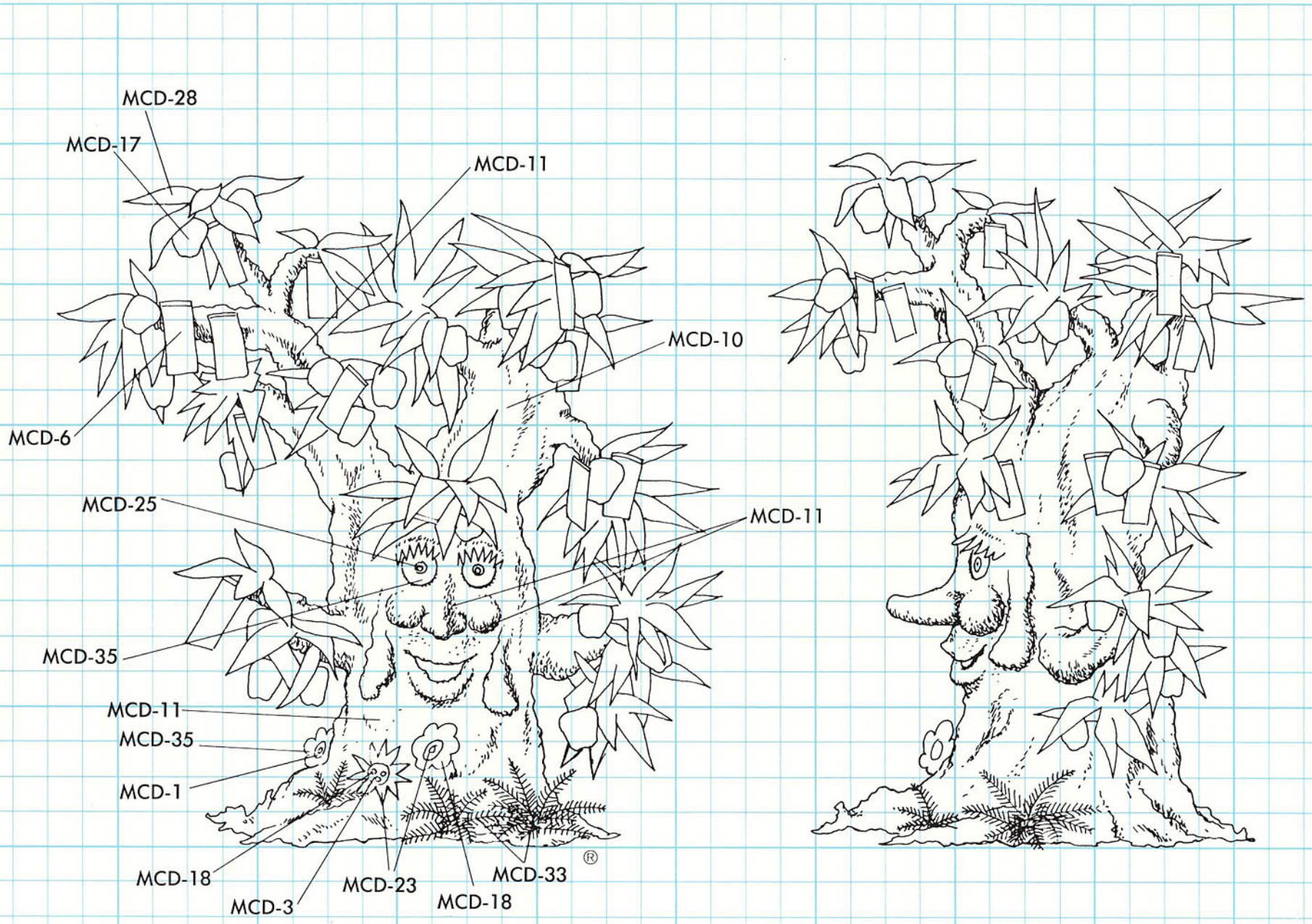
APPLE PIE TREE®

5/1/75



APPLE PIE TREE®

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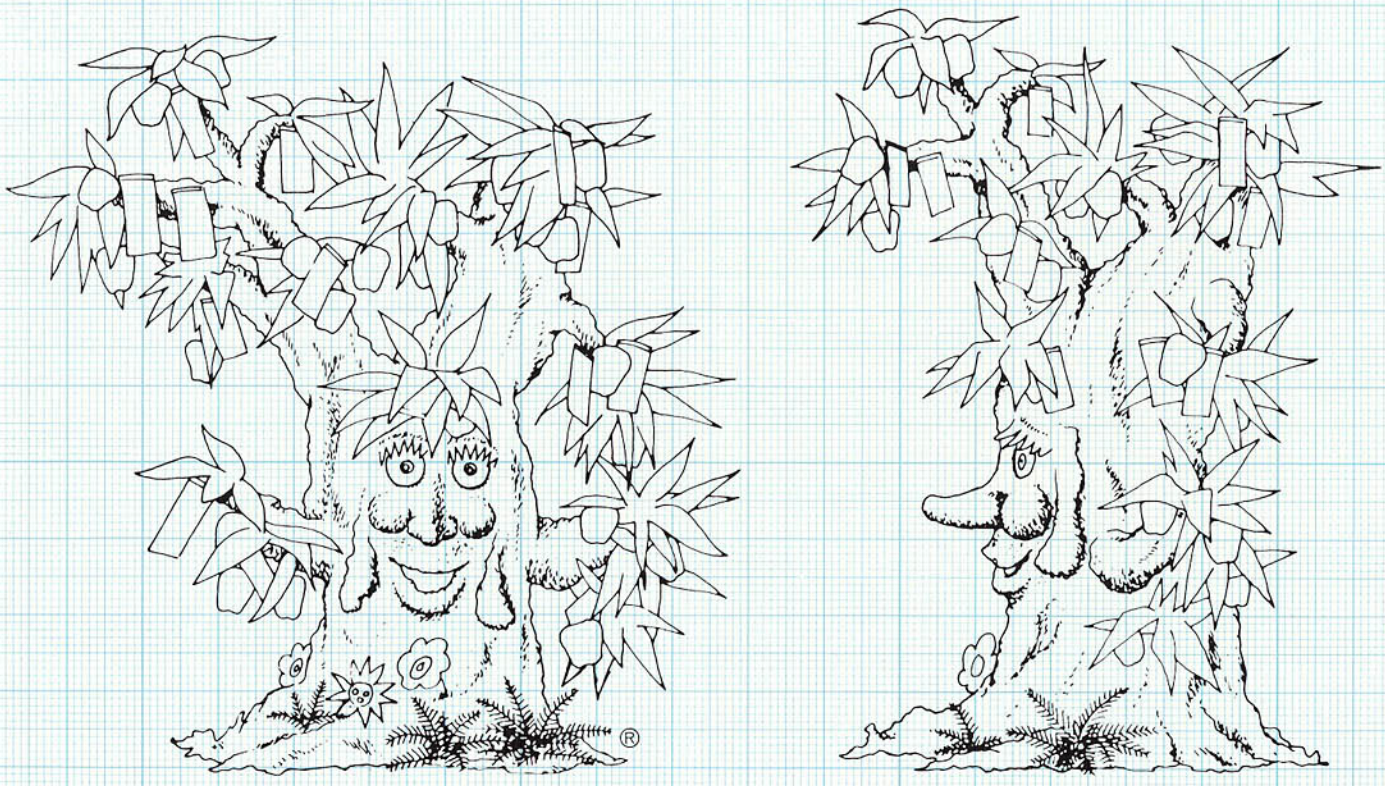

APPLE PIE TREE® **Scale: 1 to 40 5/1/75**

HAMBURGER PATCH®

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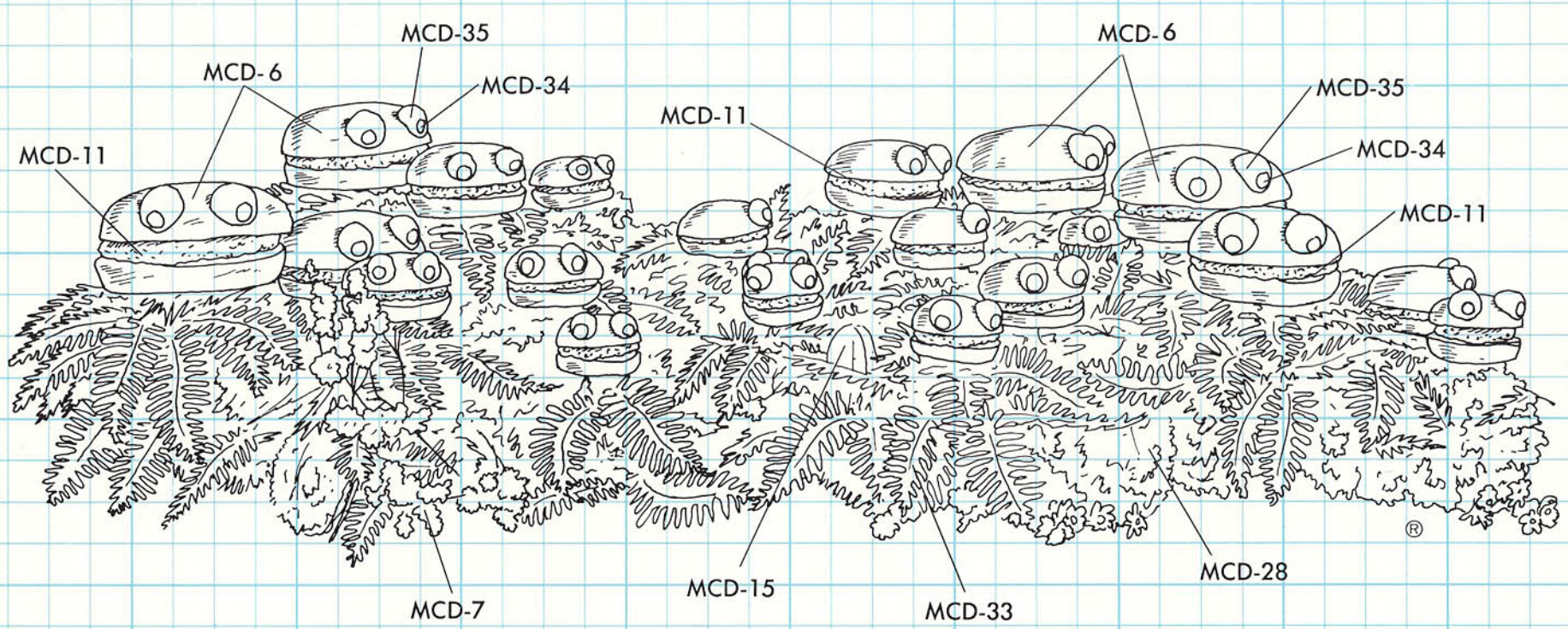

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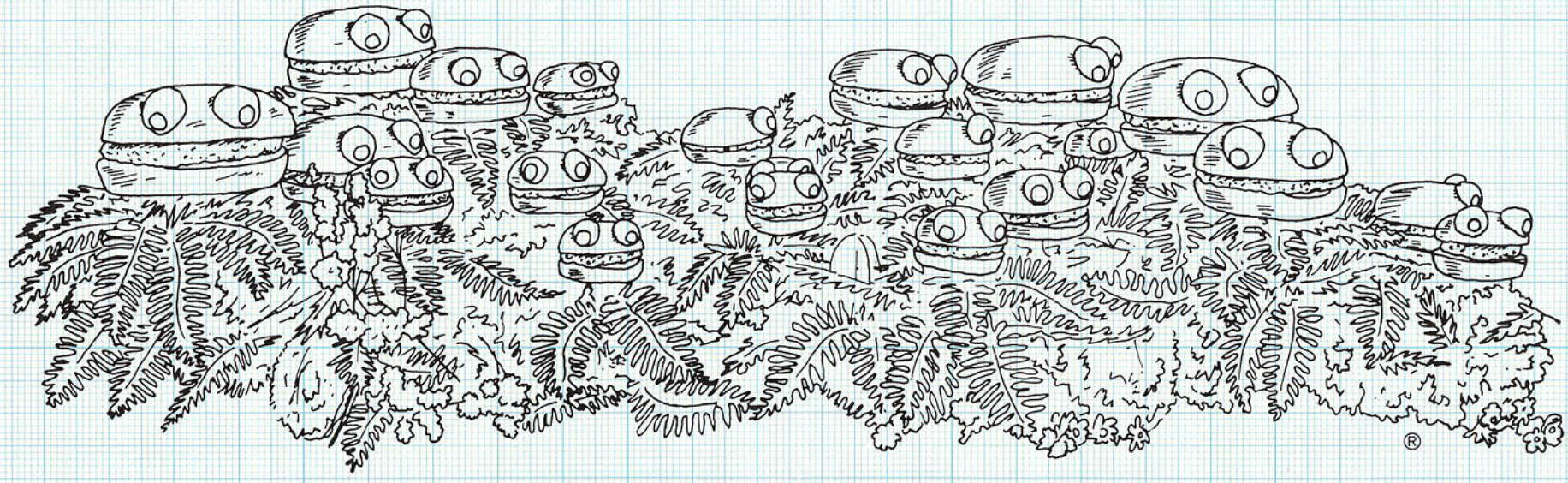

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FRENCH FRY THATCH®

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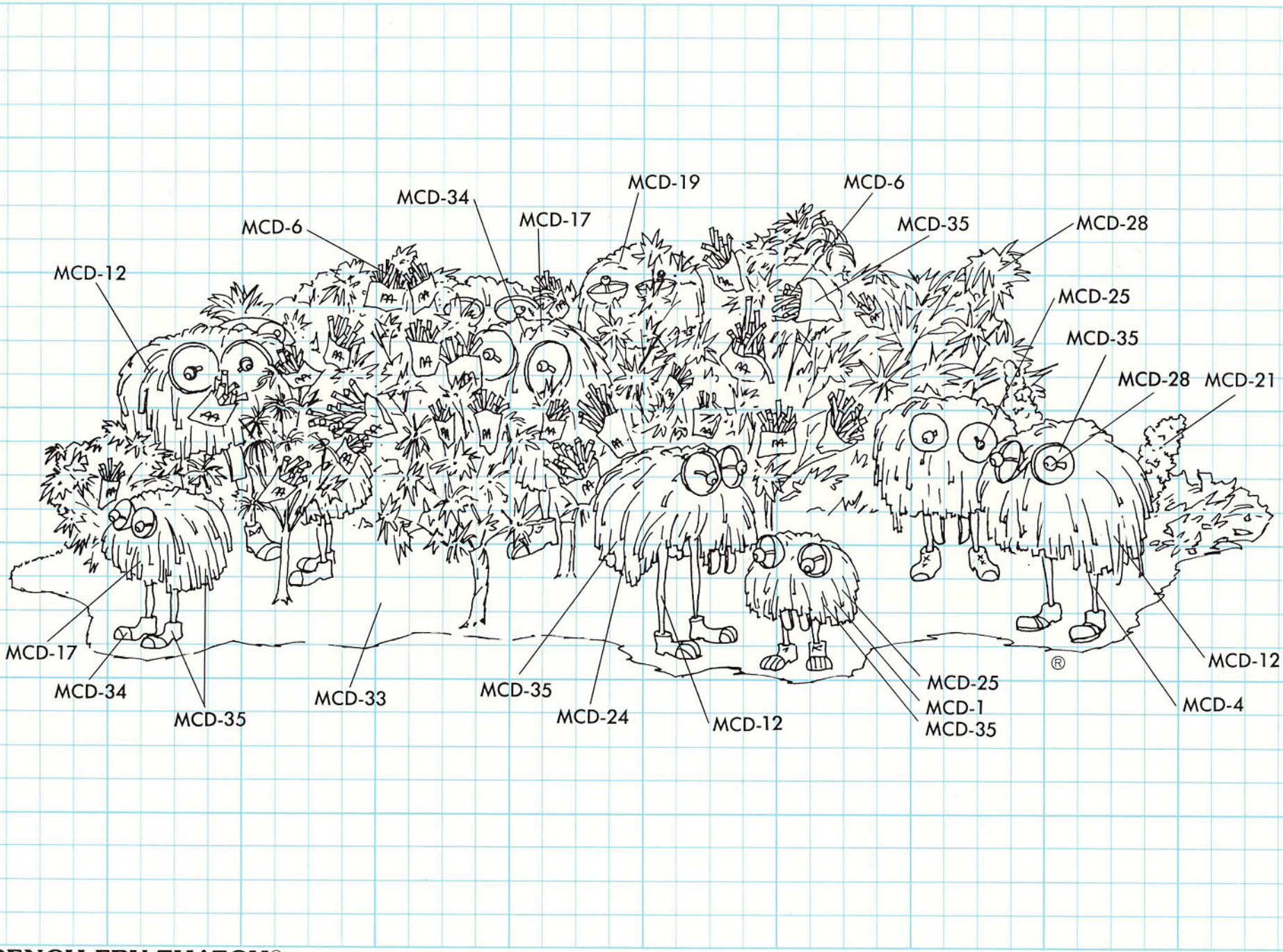

FRENCH FRY THATCH®

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FRENCH FRY THATCH® **Grid for proportion only 5/1/75**

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BIRDIE, THE EARLY BIRD™

Birdie, the Early Bird, symbolizes breakfast at McDonald's.® As an "early bird," Birdie greets the morning with particular delight. Especially because morning means breakfast at McDonald's.

Birdie is McDonald's first female character. Her enthusiasm and energy are infectious and serve to encourage her friends to start the day with a good breakfast. As she often says, "You can't get off the ground without breakfast." And she lets her friends know that McDonald's serves a good one.

Her positive attitude is emphasized by her bright, perky, cheerful voice and her use of colloquial upbeat expressions, such as "Yessirree," "Right as rain," "You betcha," etc.

Birdie has no trouble flying high, but hasn't quite mastered the art of coming down gracefully. Although her landings are generally off target, the results are delightfully comical.

PERSONAL APPEARANCE GUIDELINES: She should be between 4-4½ feet in height. Her voice must be high pitched, cheerful and feminine. She should use her favorite expressions frequently. Her costume makes sitting difficult.

BIRDIE, THE EARLY BIRD™ **9/1/80**

BIRDIE, THE EARLY BIRD™

9/1/80

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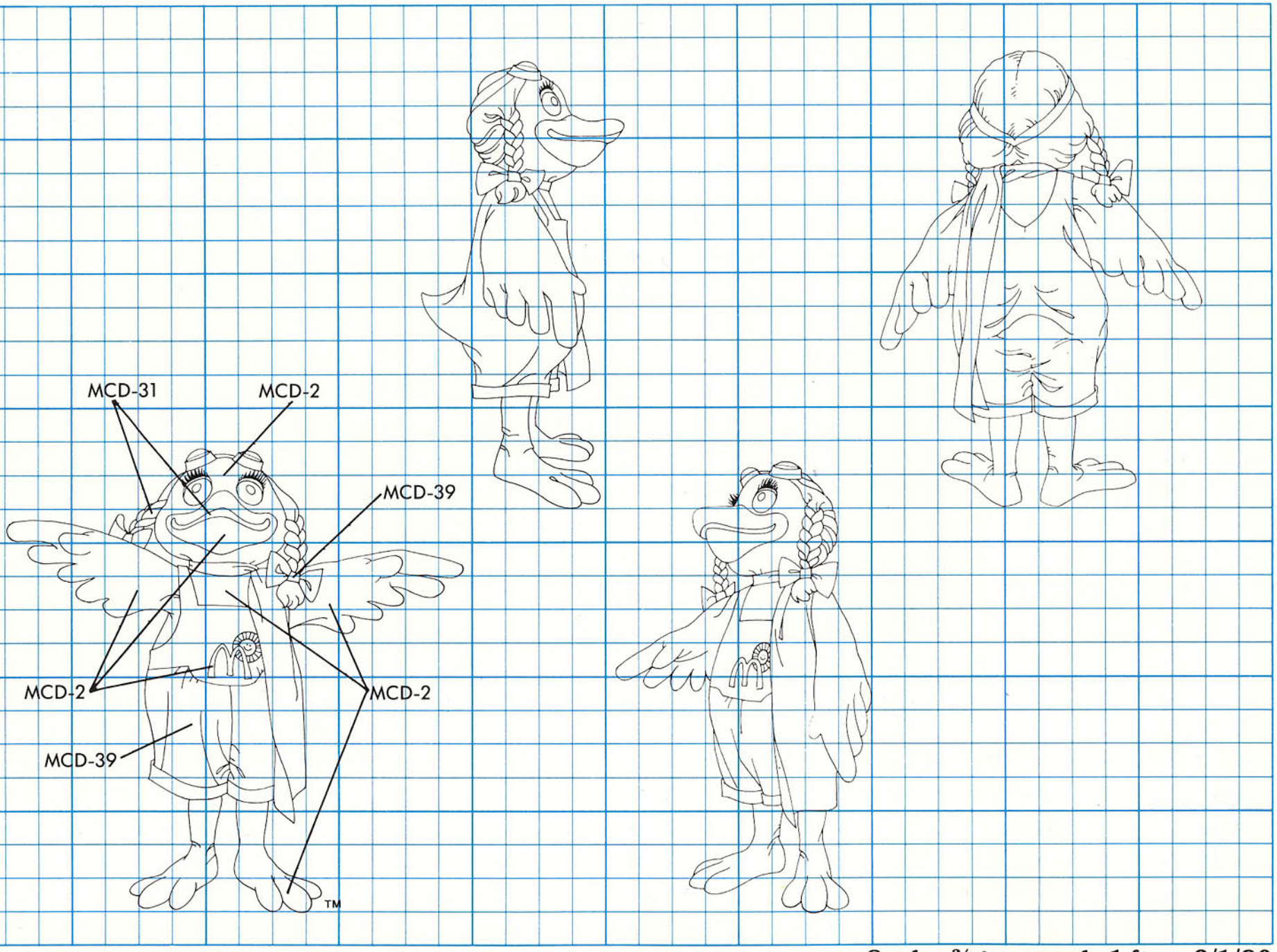
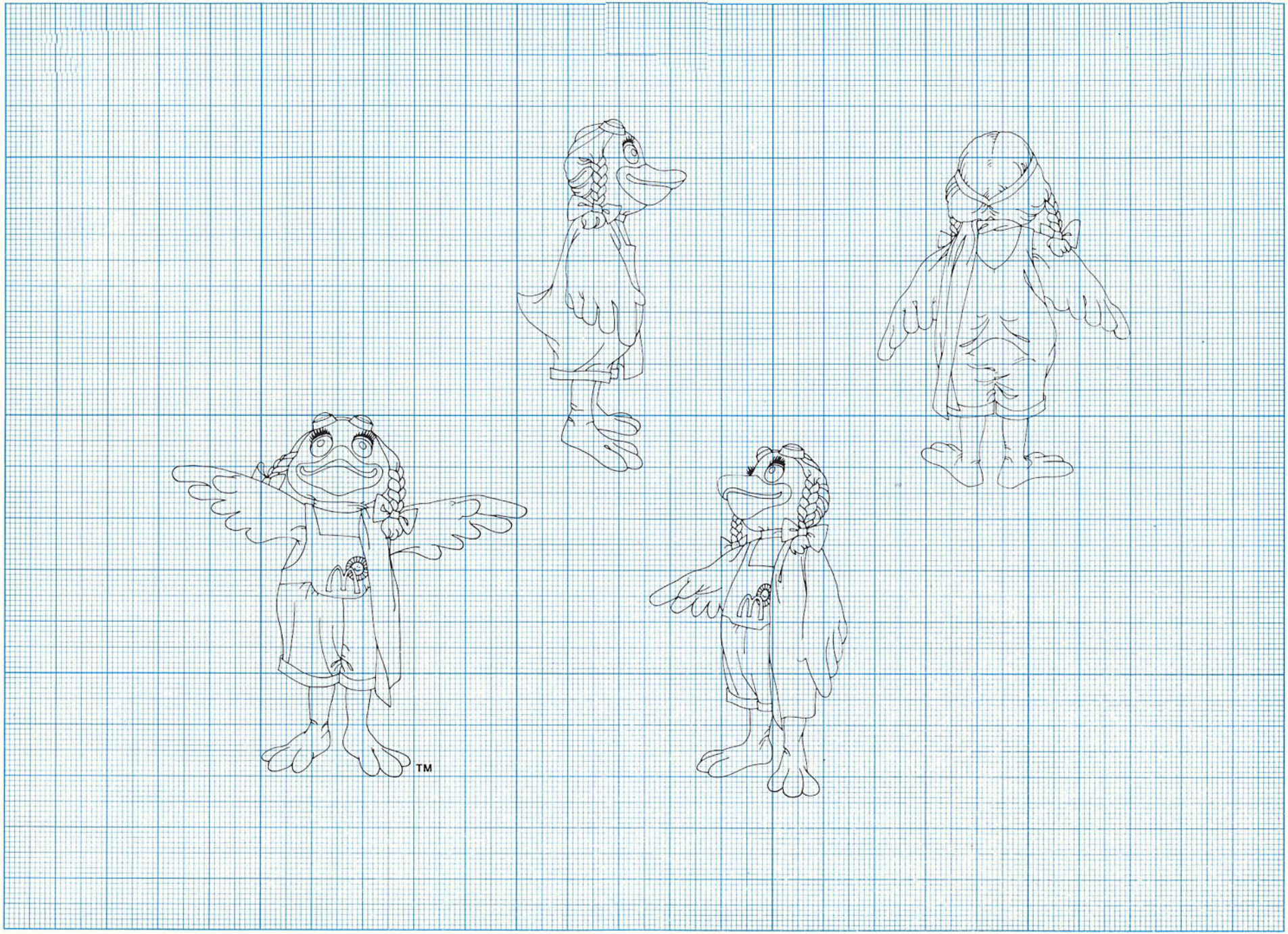


BIRDIE, THE EARLY BIRD™ **Scale: ¾ in. equals 1 ft.** **9/1/80**



BIRDIE, THE EARLY BIRD™

Scale: 1 to 20 9/1/80